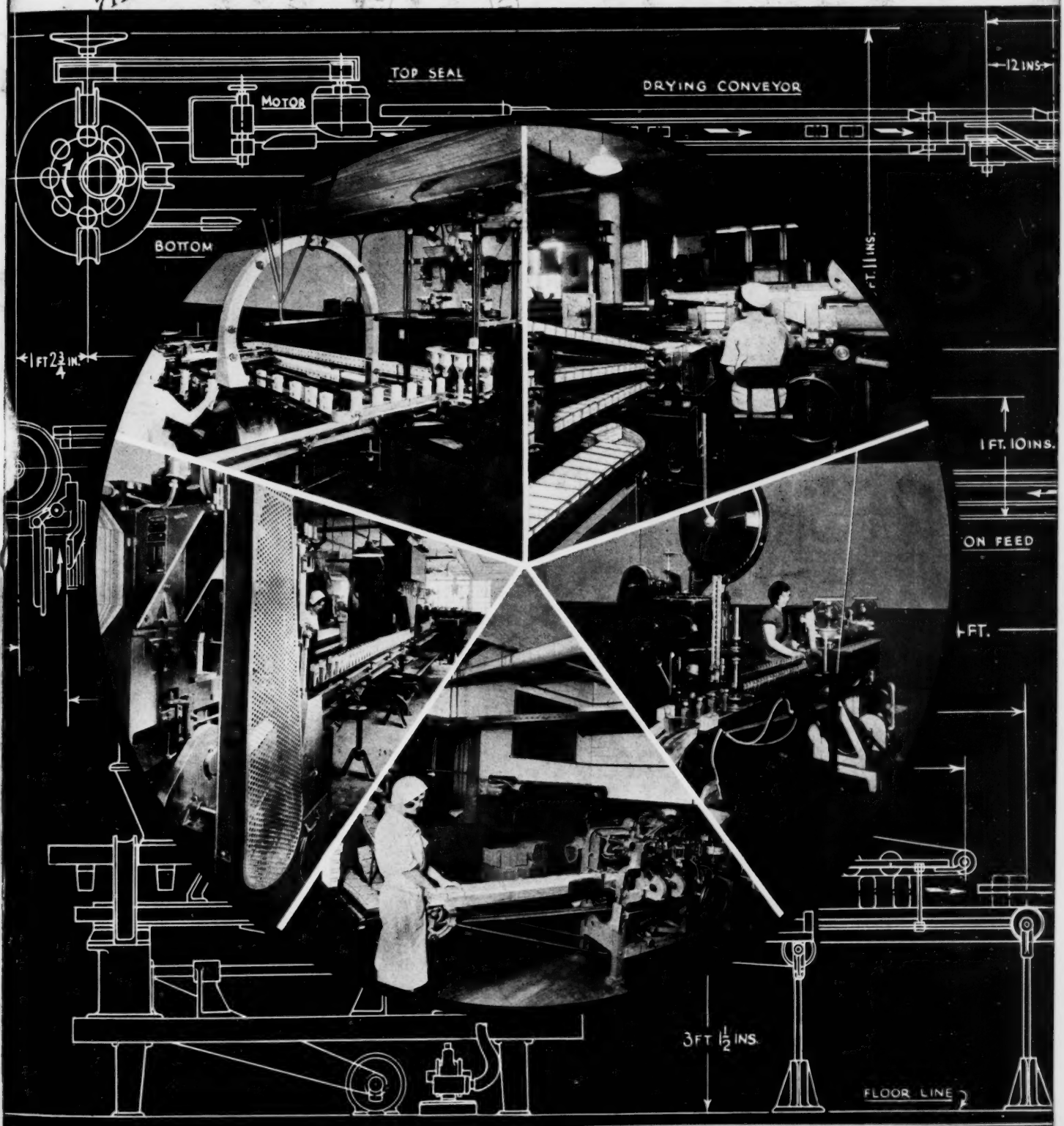
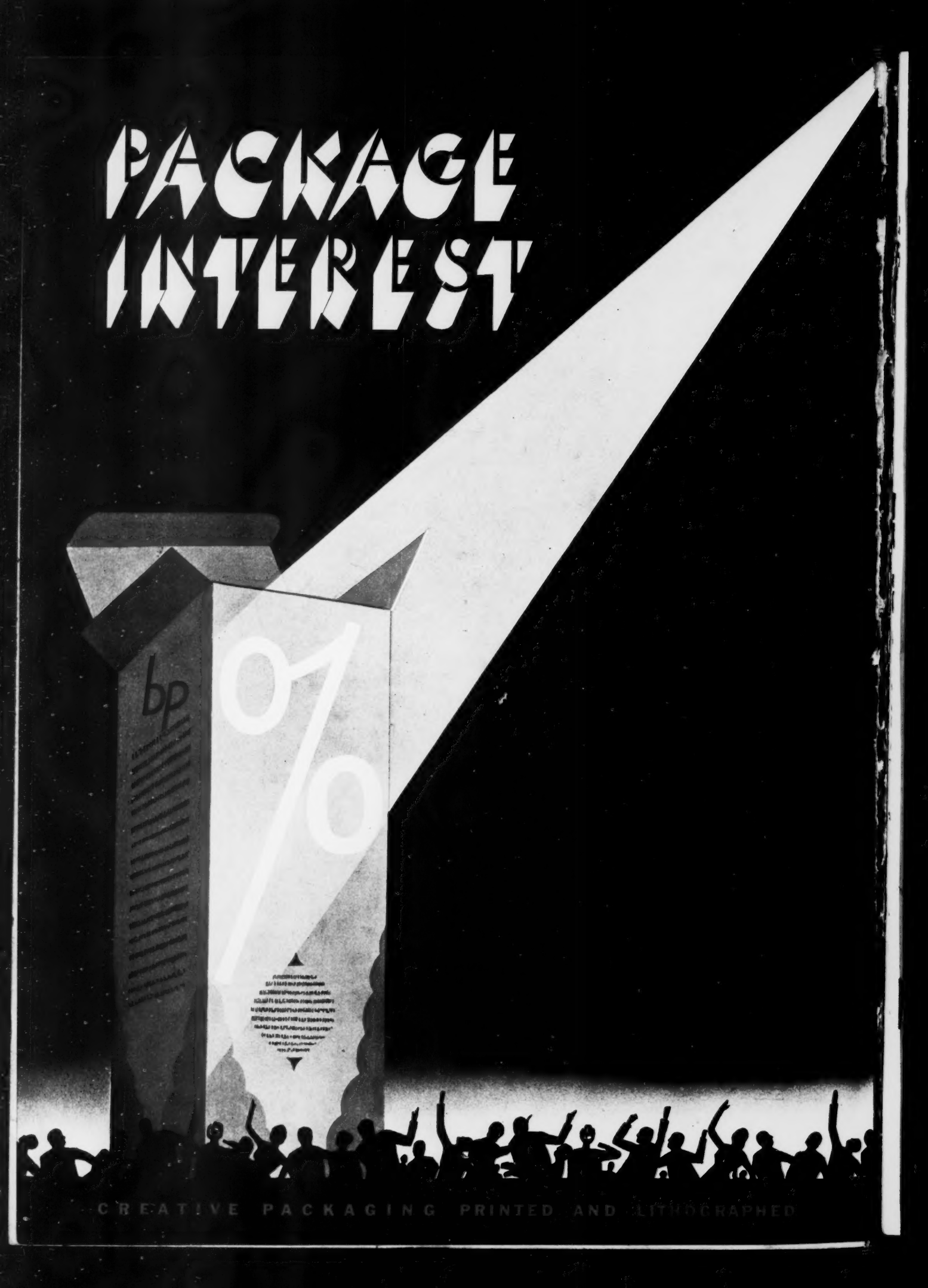
MODERN PACKAGING

7TH TIER



JUNE 1933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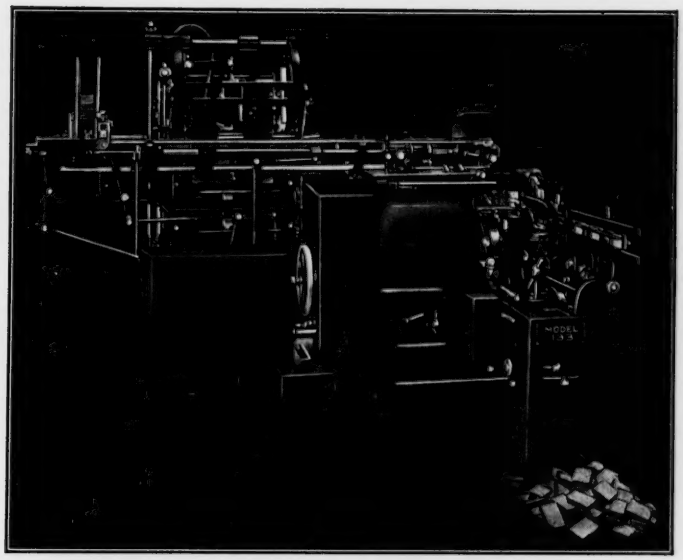
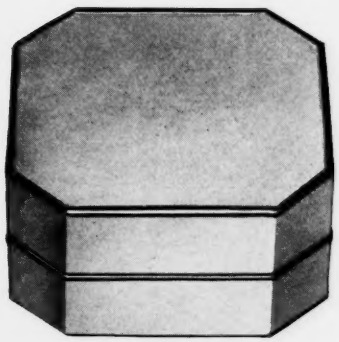
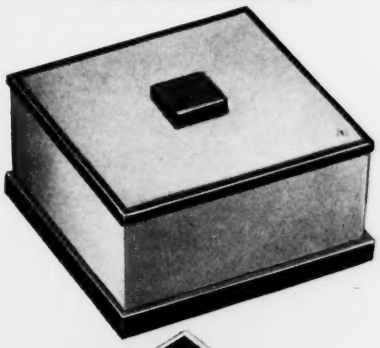
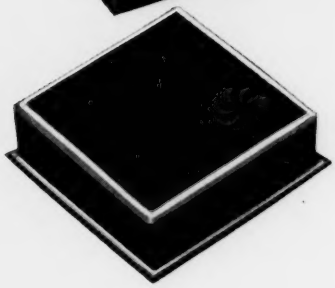
CREATIVE PACKAGING PRINTED AND LITHOGRAPHED



When Wages Go UP
Box-Costs Can STILL GO LOWER!







IT'S TIME TO FIND OUT what methods are available for keeping costs on a 1932 level in the face of a general price rise! The answer is ready for your inquiry,—the facts are at hand for comparison.

Selling prices are based on production costs! And production costs can earn a profit for your commodity, or give your product a price advantage, if your boxes are made on MODERN automatic production units,—machines which make a wide range of boxes in shape, size or type.

Complete boxmaking units, designed to earn more than their cost in 1932 will earn proportionately more in 1933. Machines which turn out standard box types, or which produce so-called "hand-made" shapes, will provide you with better boxes, in less time, and at lower cost . . .

GET THESE FACTS from New Jersey Machine Corporation, talk them over with your box-supply source, and overcome cost handicaps. Write now to

• •

NEW JERSEY MACHINE CORPORATION

Willow Ave. at 16th Street

HOBOKEN NEW JERSEY

CHICAGO OFFICE, 549 W. Washington Blvd.

JUNE, 1933
VOLUME 6 NUMBER 10

CHARLES A. BRESKIN—General Manager. **D. E. A. CHARLTON**—Editor. **PERRY H. BACKSTROM**—Eastern Advertising Manager. **ALAN S. COLE**—Western Manager. **A. J. CEDERBORG**—Sales Promotion and Production Manager. **R. C. Mac DOUGALL**—Circulation Manager.

MODERN PACKAGING

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Expressions of opinion, anent the progress which has been made in the development and manufacture of equipment for packaging, have been given by well known equipment manufacturers, and will be found on page 49. The front cover of this issue has been planned to show, in cross section, the part which machinery plays in the industry. Likewise the leading articles which deal with means and methods of automatic packaging.

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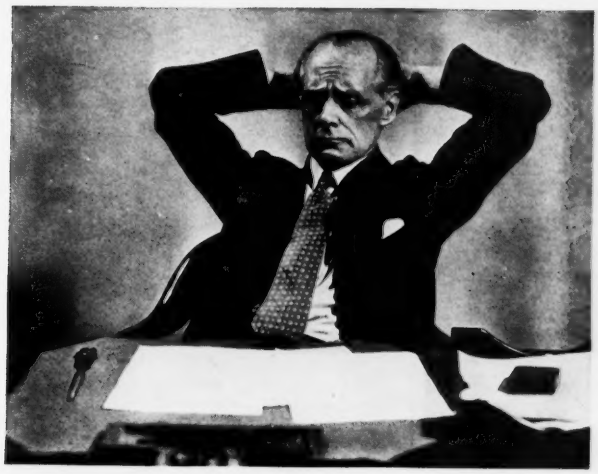


A Message
- - for the Man Who Still Hesitates

He is all set to go—new product—re-designed package—improved plant layout, insistently reminding him of the new equipment he has planned on. And already increased sales foreshadow its imminent need. But he continues to wait.

We quite understand his feeling. We have had time on our hands during the past 3½ years, too. For us this leisure has produced *the most complete and perfect cartoning machine ever built* capable of about any speed you can use—*the most complete and perfect Cellophane wrapping machine* that will operate smoothly and continuously at real speed.

To the hesitator we say—get in now before delay begins to exact its penalties that quite certainly will include *lengthened deliveries* and probably *higher prices*. We cannot risk losing *that fine edge of attention that it is our aim to give to every Redington Packaging Machine.*

If you have not learned what Redington has to offer to meet your packaging machine needs, send us a sample of your product and a few words about your problem.

REDINGTON MAKES

**Cartoning Machines*

**Cellophane Wrapping Machines*

**Adjustable Carton Sealing Machines*

**Special Packaging Machines*

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., *(Est. 1897)*
110-112 So. Sangamon St., Chicago, Ill.

REDINGTON
Packaging Machines

Economical for Packaging - Cartoning - Labeling - Wrapping

Cicero said a Mouthful

"Nothing Common Can Seem Worthy of you."

CICERO TO CAESAR

The old Romans used to get off a good one now and then. Cicero pulled that one some 1970 years B. M. (before Mussolini) and the Old Boy said quite a mouthful.

Leaders must protect their position by avoiding the commonplace.

High grade food products must have more than ordinary protection if leadership is to be maintained. We prize our great list of distinguished customers as proof that KVP Protective Papers are worthy the finest reputations.

Genuine Vegetable Parchment, Waxed, and Greaseproof Papers. Let us study your needs.

KALAMAZOO VEGETABLE PARCHMENT CO.

PARCHMENT (KALAMAZOO COUNTY) MICHIGAN

KVP PROTECTIVE PAPERS . . .

THE COLOR
REMINDS HER
TO BUY AGAIN
MARYLAND
Blue BOTTLES

THE DAY OF THE
Drab IS GONE›››

THE DAY OF
Color IS HERE›››››

Bottled Products Need Color too!

GIVE the buying public what it wants. That, after all, is the secret of increasing sales for any product. And manufacturers in many lines, from cameras to lamps, from furniture to typewriters, have found that what the public wants, what increases their sales, is dressing up their products with COLOR.

But how can you give your product a more colorful, a more modern, a more attractive appearance? That's easy. Put it in a bottle or jar of Maryland Blue. The brilliant blue catches the customer's eye. Suggests the quality of the product within. Makes the product easily identified. Serves as a reminder to buy.

It will cost you nothing to see how much better your product will look dressed up in Maryland Blue. Let us send you samples. Maryland Blue Bottles are made in a wide variety of stock shapes and sizes, as well as in special designs for many famous products.

In requesting samples, tell us the nature of your product and the sizes in which it is packed. Or, better still, send us samples of your present containers.

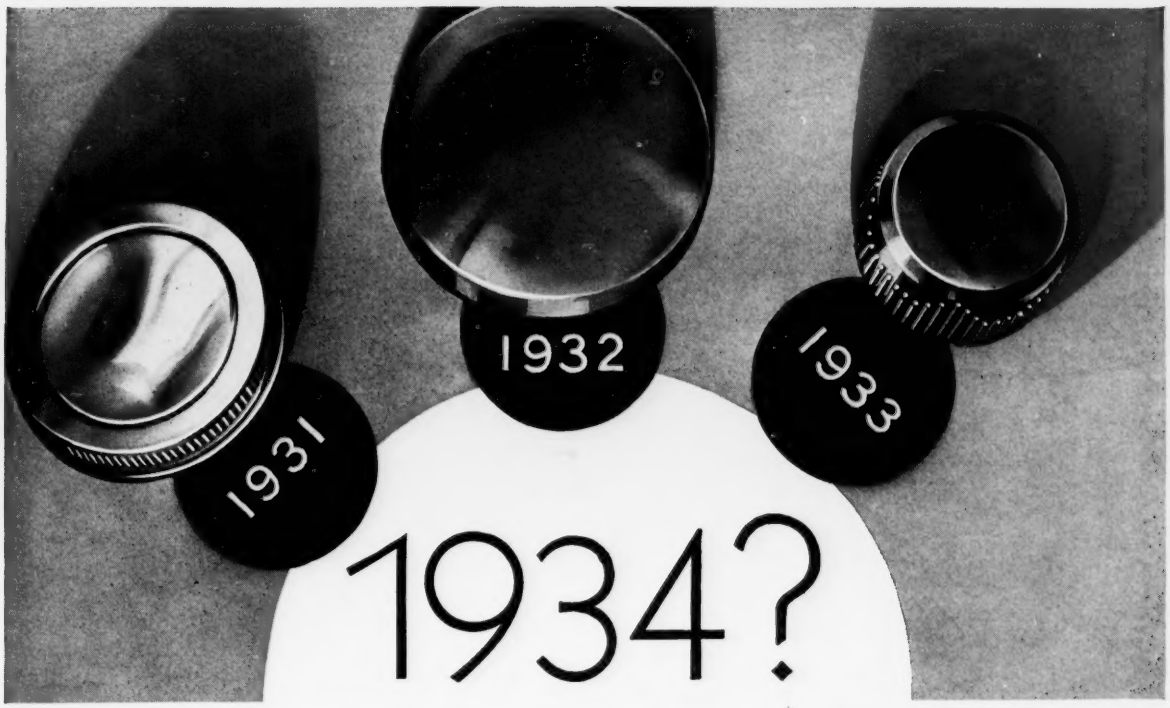
MARYLAND GLASS CORP.
BALTIMORE, MARYLAND

New York Representative:
Two-Seventy Broadway
New York City

Pacific Coast Representative:
Owens-Illinois Pacific Coast Co.
San Francisco

Maryland Green Tint and Flint Bottles are of the same high quality as Maryland Blue

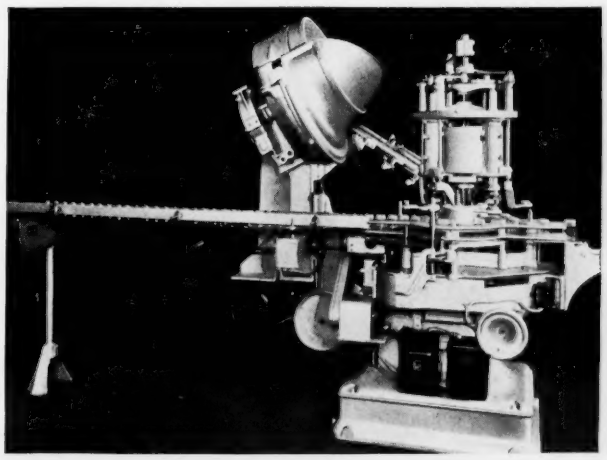
MARYLAND *Blue* BOTTLES



The times demand capping flexibility!

This Pneumatic Screw Capping machine does two things in your plant. It reduces the cost of your capping operations—and it provides for future developments and possible changes in your caps and your containers.

Changes that would ordinarily handicap your production and involve extra cost can be taken in stride with this machine. It handles a wide variety of sizes and shapes of containers and all types of caps.



Shifting from one to another requires only minor adjustments and the minimum of equipment. Its sensitive chuck, an exclusive Pneumatic feature, handles decorated metal and plastic screw caps without marring or breakage and and seals them uniformly to *any desired* tension.

No other capping machine has been designed that offers such all-round versatility and operating economy. Write to us for more complete information.

PNEUMATIC SCALE PACKAGING MACHINERY

Standard Automatic Machine Division
PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVE.
QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sidney, N. S. W. and Trafalgar House, No. 12 Whitehall, London, England

Goliath Laughed!

"... *And David took thence a stone and slang it ... and the Philistine fell upon his face to the earth.*" One small stone—not an obvious weapon, surely. But the point is it worked, where an entire army had failed.

And you, in your battle for business—facing a modern-day Goliath—what sort of weapons are you using? The obvious ones may not do.

Has it occurred to you that your package can be a most effective sales-weapon—that shrewdly conceived, expertly designed, it can be a vigorous merchandising force? Perhaps just some slight change—a newer closure, a more telling shape, a simplified design—can multiply the power of your package without any added cost.

To the consumer, your package is an integral part of your product. If you have overlooked or ignored it till now, take a fresh look at it today. Study it yourself—it is a matter for executive eyes—or, if you feel too close to it to judge it impartially, have it analyzed by the American Can Company in the light of modern day knowledge and technique. We know what makes a package successful, having developed so many of them. And we know how to make yours successful should it prove to need some change. There is no charge for this service, of course. We welcome an opportunity to demonstrate at first hand Canco's resourcefulness and skill.

AMERICAN CAN COMPANY

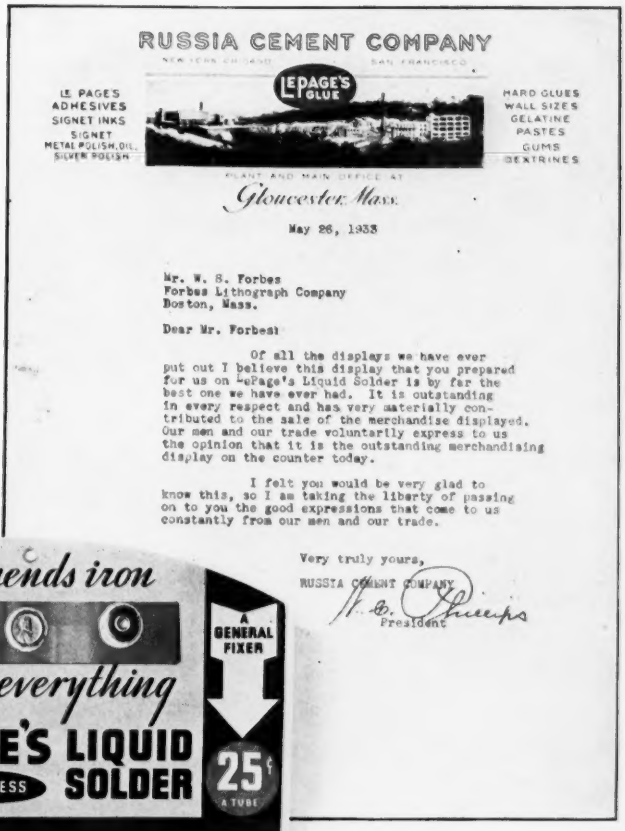
230 PARK AVENUE • NEW YORK CANCO

"THE

Outstanding

MERCHANDISING DISPLAY ON THE COUNTER TODAY"

LePage's, a high-grade name . . . on a new high-grade product . . . Both reflected on a high-grade and effective Product Display Card . . . Developed astonishing sales and repeat business in a highly competitive market . . . Success of new product helping entire line . . .



RUSSIA CEMENT COMPANY

NEW YORK CHICAGO SAN FRANCISCO

LE PAGE'S ADHESIVES SIGNET INKS SIGNET METAL POLISH, OIL, SILVER POLISH

LEPAGE'S GLUE

HARD GLUES WALL SIZES GELATINE PASTES GUMS DEXTRINES

PLANT AND MAIN OFFICE AT

Gloucester, Mass.

May 26, 1933

Mr. W. S. Forbes
Forbes Lithograph Company
Boston, Mass.

Dear Mr. Forbes:

Of all the displays we have ever put out I believe this display that you prepared for us on LePage's Liquid Solder is by far the best one we have ever had. It is outstanding in every respect and has very materially contributed to the sale of the merchandise displayed. Our men and our trade voluntarily express to us the opinion that it is the outstanding merchandising display on the counter today.

I felt you would be very glad to know this, so I am taking the liberty of passing on to you the good expressions that come to us constantly from our men and our trade.

Very truly yours,
RUSSIA CEMENT COMPANY
H. B. Phipps
President

Again A POINT-OF-SALE MERCHANDISING UNIT—designed and produced by Forbes—has proven to be A VITAL FACTOR IN MOVING MERCHANDISE..

Consult Forbes For Merchandising Ideas

FORBES

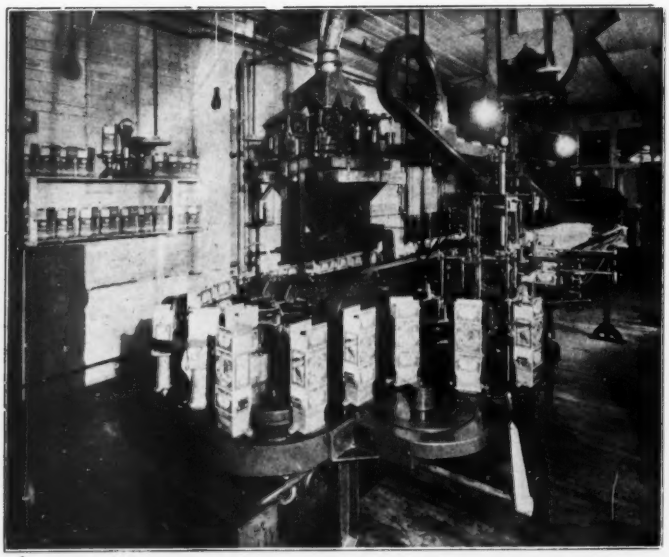
LITHOGRAPH MFG. COMPANY

P. O. BOX 5130 • BOSTON

NEW YORK · PHILADELPHIA · ROCHESTER · CHICAGO · DETROIT · CLEVELAND

Day In and Day Out

....continuous, dependable operation



If there is one factor more than another that has helped to win for Packomatic machines their high reputation for exceptional performance, it is their absolute dependability—their ability to produce uniformly high quality packages at a continuous, uninterrupted speed.

In hundreds of plants throughout the country, Packomatic machines are packaging products of almost every kind—efficiently and economically.

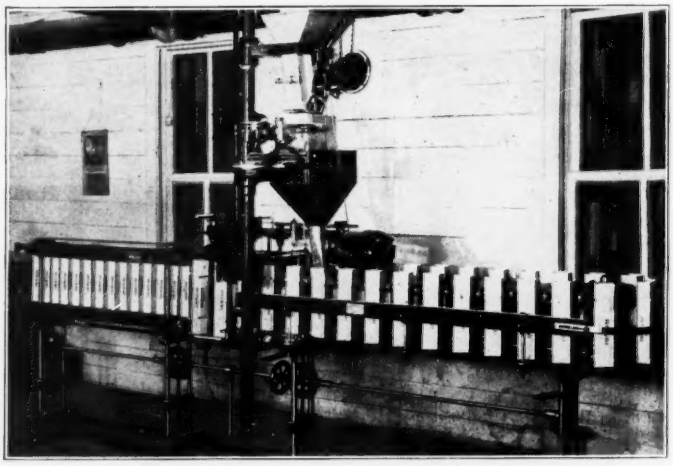
At the left is shown Packomatic Carton Sealing, Weighing and Carton Lining Machines installed in Fisher Brothers Company plant, Cleveland, Ohio. This equipment is producing 60 packages of coffee per minute.

Photo at the right shows one of the new Packomatic Semi-Automatic Sealing and Filling Machines, recently developed for Peter Rossi & Sons, Inc. (Macaroni), Braidwood, Ill.

This machine is new in principle and design and can be used to advantage in many industries because it is comparatively inexpensive and is built to stand the gaff of modern production.

The services of Packomatic Engineers are at your disposal in working out any packaging problems. Get the benefit of their broad experience.

Write for catalog describing Packomatic machines.



PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices: NEW YORK CLEVELAND SAN FRANCISCO

Make Your Package "Step Out" with Ribbonette!

SMART, brilliant, attractive—it lends to many packages just the touch of color they require to stand out from the mass and win the favor of consumers.

Ribbonette possesses every desirable characteristic—strength—beauty—practicability—essential in a tying material for packages. Furthermore, it is very economical to use.

Want to see a complete set of samples? Write for them today—at the same time sending us one of your packages so that we can offer suggestions for the most economical and effective method of using Ribbonette on your package.

Ribbonette can be had in any color or combination of colors—made to your order—to your design—either printed or unprinted.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.
2319 Logan Blvd., Chicago, Ill.
55 West 42nd St., New York

RIBBONETTE

By the Makers of Print-Ad-String

STORY OF A MAN IMPROVING HIS PACKAGE

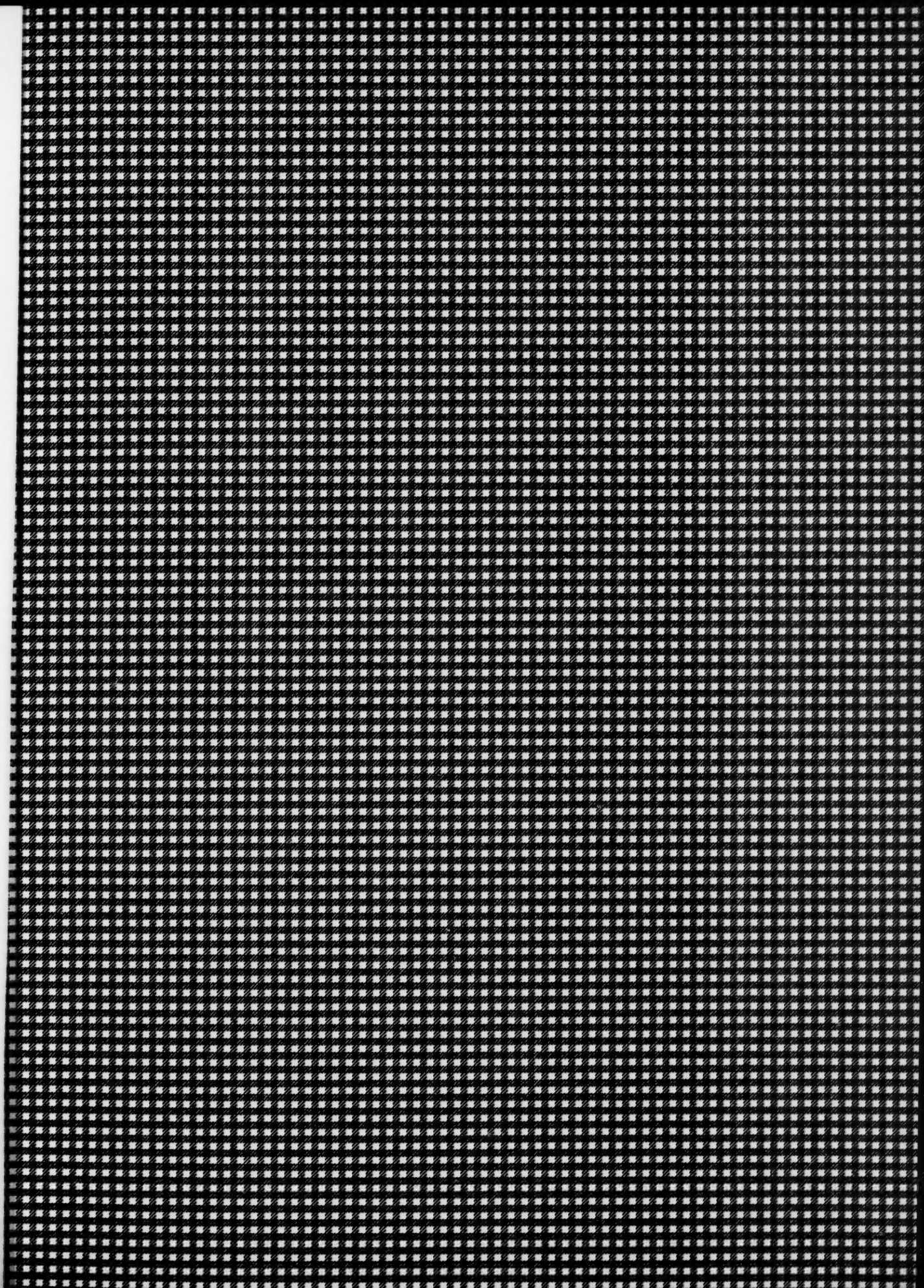
GOOD OLD STANDBY. YOU'RE SURE OUT OF PLACE AMONG THESE MODERN PACKAGES WITH THEIR ATTRACTIVE DESIGNS AND BRIGHT COLORS
BOYS ABOUT THE ONLY THING THAT HASN'T PROGRESSED AROUND HERE IS OUR PACKAGE- WHAT DO YOU SAY TO A CHANGE FOR THE BETTER?
GREAT! FINE! IT NEEDS IT
MY WIFE THINKS IT'S TERRIBLE
MY CUSTOMER'S WOULD WELCOME IT
IT'LL MAKE SELLING EASIER
WELL, I DESIGNED THE OLD PACKAGE FIFTEEN YEARS AGO AND I GUESS I'M STILL CAPABLE OF TURNING-OUT ANOTHER NIFTY JOB
SIXTY BUSY DAYS AND SIXTY SLEEP-LESS NIGHTS ELAPSE
DOG GONE IT ANYWAY! THESE IDEAS ARE ALL ROTTEN. I'M DISGUSTED ENOUGH TO EVEN STRING ALONG WITH THE OLD PACKAGE A WHILE LONGER
DON'T BOTHER ME WITH GOLF TALES NOW, JOE. I'M IN A DICKENS OF A MESS TRYING TO IMPROVE OUR OLD PACKAGE
WHAT? DONT TELL ME YOU'RE FUSSING WITH A JOB LIKE THAT WHEN CONTINENTAL HAS A COMPLETE PACKAGING SERVICE, JUST TO HELP BIRDS LIKE YOU
SO THE BOSS PLAYED GOLF WHILE CONTI-NENTAL WORKED
BOYS AIN'T THAT SUMPIN'
MARVELOUS WHEN'LL THEY BE READY
GRAND
GREAT
SWELL

MORAL... SEE CONTINENTAL *first* FOR REAL PACKAGING HELP.

CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St. SAN FRANCISCO: 155 Montgomery St.

Chicago Cincinnati Wheeling Passaic San Jose Baltimore Oakland New Orleans Roanoke
Boston Detroit Jersey City Los Angeles Clearing Canonsburg Jacksonville San Francisco Hurlock
Syracuse Memphis Houston E. St. Louis Kansas City Denver Seattle Bedford Omaha Havana



plaids have their fling

and since plaids are decidedly á la mode, DEJONGE has them crisp, bright hued, and in that new triplé finish quality that everyone is so enthusiastic about.

Write for samples.*

LOUIS DEJONGE & COMPANY

NEW YORK PHILADELPHIA CHICAGO

*Ask to have your name placed on the mailing list for Dejonge new swatch style service in paper sampling.

THE COLTON CLIPLESS CLOSURE

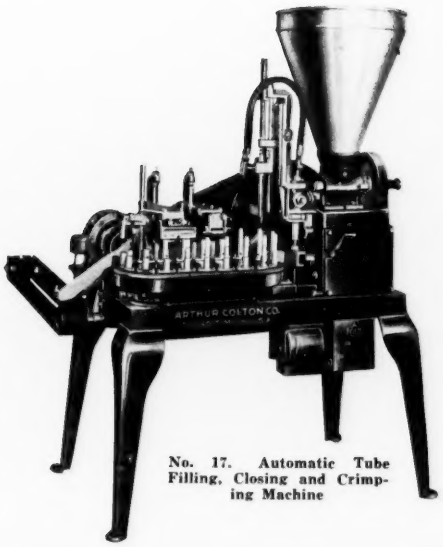
SEALED WITHOUT A CLIP! > > > > > > >

This decorative, dependable closure is obtained simply by crimping the end of the tube on machine shown below.

The Closure is completely formed by making the two usual folds, making a third fold in the reverse direction, and then giving more rigidity to the folds by corrugating the folded end.

Savings in time, labor and material are effected because no clips need be bought, there is no loss of time to replenish clip rolls, and no maintenance expense on automatic clipping heads.

Write for a sample tube closed the Colton way.



No. 17. Automatic Tube Filling, Closing and Crimping Machine

ARTHUR COLTON CO.

2600 JEFFERSON AVE.

DETROIT MICHIGAN

The New Stage demands a New Show

The same popular stars enhanced with new costumes and a brilliant new production re-kindle the flame of public approval and acclaim.

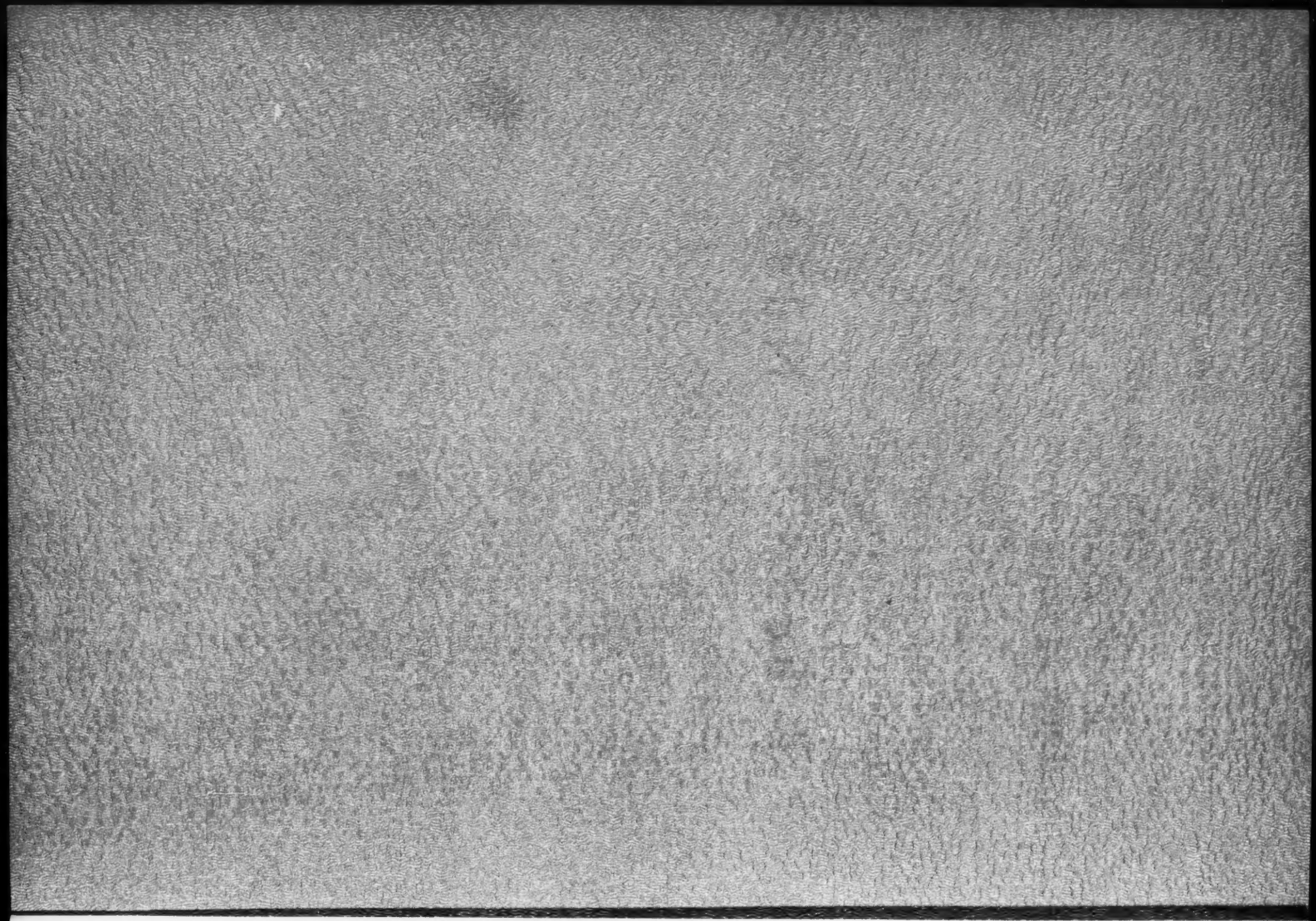
Does the presentation of your packaged product receive the popular public acclaim it fully deserves?

A Free analysis of your present package - carton - label or wrapper is yours for the asking. Send for this practical and unbiased analysis by packaging engineers who have created many of the successful productions of the present day. No obligation.

CRESCENT ENGRAVING COMPANY

COMMERCIAL ARTISTS PHOTOGRAPHERS PHOTO-ENGRAVERS
ELECTROTYPERS WAX ENGRAVERS
COPY AND ADVERTISING SERVICE

KALAMAZOO, MICHIGAN



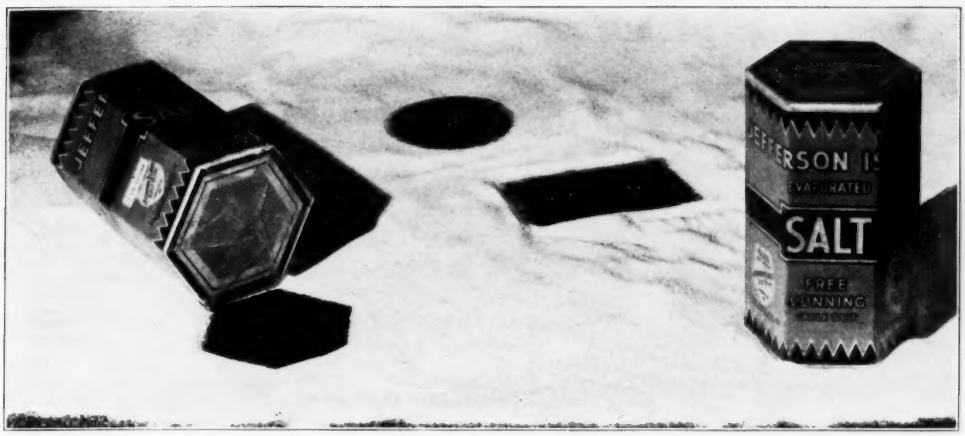
SATEEN - CREPE 218

A MOST RECENT EMBOSSED EFFECT FROM THE HAMPDEN MILLS. IT MAY BE HAD WITH MANY VARIED COATED SURFACES ON BOX PAPERS OF ALL KINDS.

WRITE FOR SAMPLE SHEETS OF SATEEN 218 AND SEE FOR YOURSELF HOW IT LOOKS ON YOUR NEW BOX.

HAMPDEN GLAZED PAPER & CARD COMPANY, Holyoke, Mass.

FIRST TIME ON ANY PACKAGE



Another Instance Where the Packaging World Said "Impossible" and JOHNSON ENGINEERING *said, "Let Us Try"!* Here's the Result . . . . . .

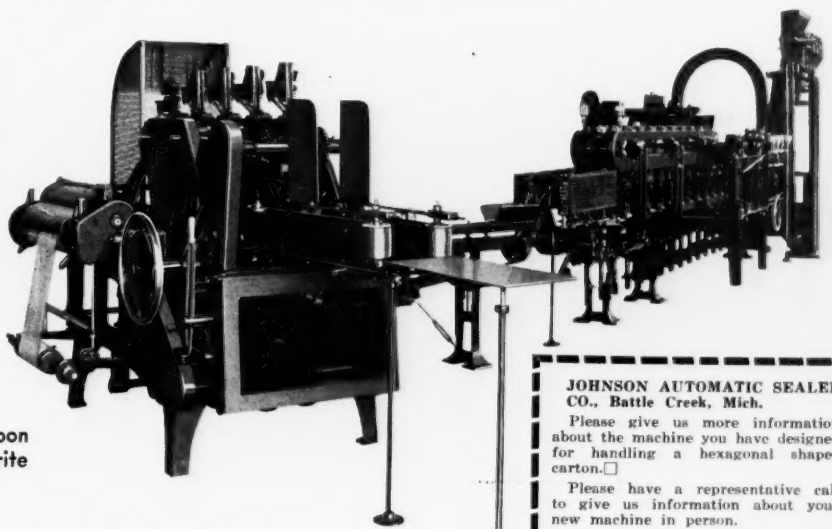
A NEW achievement in packaging added to the Johnson record—another example of Johnson service.

The Jefferson Island Salt Co., of Louisiana wanted to feature a *hexagonal* package for its unique advantages. The shape is easily grasped, it fits into odd spaces where ordinary cartons will not and it provides a strong individuality for the company's brand of salt. Waxed paper protection is an important feature for free flowing materials (salt, sugar, corn flakes, etc.) but no available machines would handle the hexagonal shape. The Jefferson Island Salt Co. put Johnson Engineers to work to solve a problem that was considered impossible in packaging circles.

Above you see the finished package smoothly wax-wrapped and tightly sealed top and bottom. Below is the packaging line that produces this package—bottom sealed, filled, top sealed and wax-wrapped at 50 a minute.

The hexagonal package, combining as it does, all the advantages of a round canister with the economy of a knocked down carton, offers the manufacturer an admirable opportunity to stimulate his sales with an inexpensive, yet unique container.

Complete details of the machine to handle the hexagonal shaped cartons are available on request.



Use the coupon below, or write us.

JOHNSON

Automatic Sealer Co., Ltd., Battle Creek, Mich.

JOHNSON AUTOMATIC SEALER CO., Battle Creek, Mich.

Please give us more information about the machine you have designed for handling a hexagonal shaped carton.☐

Please have a representative call to give us information about your new machine in person.

Name .....

Firm .....

Address .....

City .....

State .....

MP 6-33

These Two BLISS Top Stitchers Will Seal Your Fibre Containers At Lowest Cost

BLISS PORTABLE TOP STITCHER

Sealing a Large Container

THE Bliss Portable Stitcher is designed for sealing containers of large dimensions or exceptional weight that are awkward or impossible to handle on the regular top stitcher. Cases need not be removed from conveyor or handled in any way. Any length of seam can be stitched.

Also useful for sealing tops of mixed sizes of containers that vary in height.

Counterbalanced by suspending spring which supports its weight and permits operator to move stitcher freely in any direction.

Constructed entirely of steel and light alloys. May be plugged into any light socket.

BLISS POWER LIFT TOP STITCHER

Sealing a BLISS Container

THE new Bliss Power Lift Top Stitcher is equipped with power driven work table operated by balanced foot pedal.

A touch of the toe on front of pedal raises table at rate of 12" per second. Depressing back end of pedal lowers table at same rate.

Device actuated by top of container automatically stops table at right position for the blade anvil to be entered under stitching flaps.

Low position of table can be adjusted to level of conveyor line, so that filled boxes can be rolled on stitcher table without lifting.

Operator can handle many more cases per day than by the old method, with less fatigue.

One motor operates stitching mechanism and power lift.

Machine is designed to withstand the hard usage of high speed production.

Ask for further information.

DEXTER FOLDER COMPANY

28 West 23rd Street, N. Y.

Boston, Bliss and Latham Wire Stitching and Adhesive Sealing Machines for all types of Fibre Containers

CHICAGO	PHILADELPHIA	BOSTON	CLEVELAND	ST. LOUIS	SAN FRANCISCO
117 W. Harrison St.	5th and Chestnut Sts.	185 Summer St.	1931 E. 61st St.	2082 Railway Exch. Bldg.	H. W. Brintwall Co. 51 Clementine St.

VISUALIZE YOUR PACKAGE

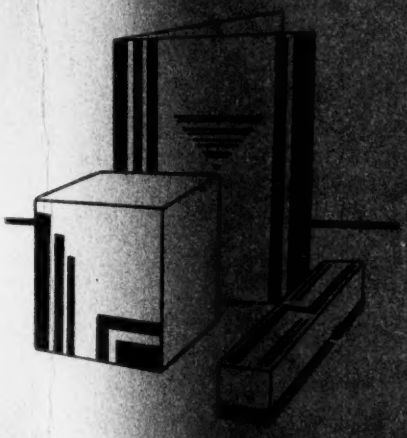
made of this lustrous ARTCOTE COPPER CARTON STOCK

Picture its outstanding richness and appeal when printed in a brilliant green or black!

There's unusual distinction and charm in cartons made of ARTCOTE Copper. It's out of the ordinary, catches the eye of the shopper, arouses her interest, and clinches the sale.

Ask your box maker to show you some cartons made of ARTCOTE Copper. Place them beside your present cartons and see how much more effective and appealing they are.

ARTCOTE Carton Stock is also available in silver or gold, and in 16 pt. and 20 pt. thicknesses. Working sheets gladly sent without obligation.



Manufactured by

ARTCOTE PAPERS, Inc.

IRVINGTON, N. J.

ARTCOTE

Printed on ARTCOTE No. 1912

Ink—Metallic Paper Green No. 10405
Hampton Ardd. Inc., Newark, N. J.

Owens-Illinois invites you to see the interesting exhibit in the Owens-Illinois Glass Block Building at "A Century of Progress."

Dignity and Beauty

for creams or ointments

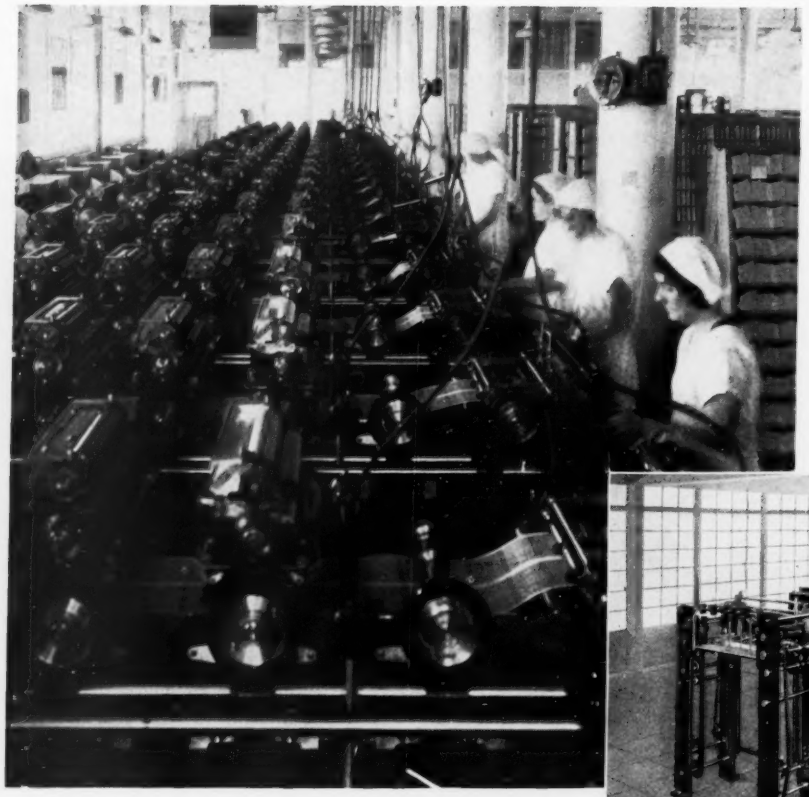
● In choosing a container for ointment or cold cream, you do well to consider the dignity and beauty that these O*n*I*zed* glass jars add to your product. The crystal-like clearness and brilliance of O*n*I*zed* straight-sided Cold Cream Jars in flint glass explains their popularity with the drug and cosmetic trade. Their stately simplicity permits a unique package for cold cream.

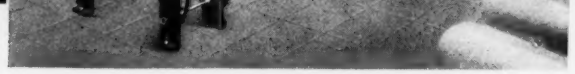
For striking package distinctiveness and ethical appearance, O*n*I*zed* Ointment Jars are offered in colorful emerald green. Standard O*n*I*zed* strength and economy in shipping are ably combined with their smart design. In combination with our new applied color process these jars offer interesting possibilities for treatment in pastel and other shades. Here is your opportunity to extend today's "New Deal" to your own business. Write to glass packaging headquarters for details. Owens-Illinois Glass Company, Toledo, O.

OnIzed
PHARMACEUTICAL AND PROPRIETARY WARE

OWENS-ILLINOIS

1873 • SIXTIETH ANNIVERSARY • 1933





(Left) Chambon printing machines manufacturing multi-color gum labels in plant of Beech-Nut Packing Company, Canajoharie, N. Y.

(Below) Chambon printing machine designed and built for Corn Products Refining Company.

CHAMBON

Automatic Printing Machines for Manufacturers

THE Chambon Automatic Printing Machine is not designed for job printing. It is designed to enable manufacturers using large quantities of printing to produce it as they require it, by the most economical method.

The Chambon Machine meets the demand for an automatic printing machine which will fit into the production line and turn out, automatically and continuously, the same printed job a million or a hundred million times without variation in size, color, register, or cost.

Firms such as Beech-Nut Packing Company, Corn Products Refining Company, Colgate-Palmolive-Peet Company, and others have recognized the economies of Chambon Machines. As users of large quantities of printing they recognized the need for controlling its quality, uniformity, and cost.

The quality is predetermined—built into the machine. Uniform results are achieved by making each operation automatic—eliminating the need for skilled operators. The cost of the finished label, wrap, carton, etc., can be determined in advance, as accurately as the cost of other manufacturing operations. Actual figures show astonishing savings over previous costs.

Space does not permit us to discuss the details of the machine itself—it compactness, its automatic operation, its adaptability to various methods of multi-color printing, how the same machine can be used for scoring, cutting, perforating, slitting, rewinding, etc. To manufacturers interested in controlling and reducing printing costs we shall be glad to furnish full details about a Chambon Automatic Printing Machine suitable for their requirements.

Chambon Corporation

917 NEW YORK AVENUE
UNION CITY, NEW JERSEY

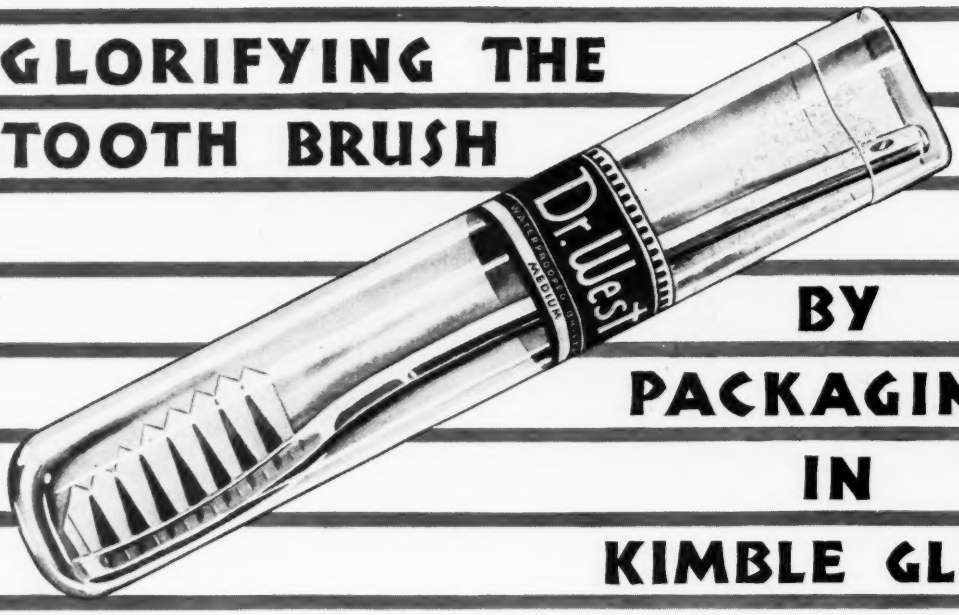
MERCHANDISE must look its value. Honest products cannot compete with distress goods or "five-and-ten" imitations on a price basis. They must appeal on the basis of value. Invariably they are of better value, but value alone is insufficient. More important still, they must look of better value.

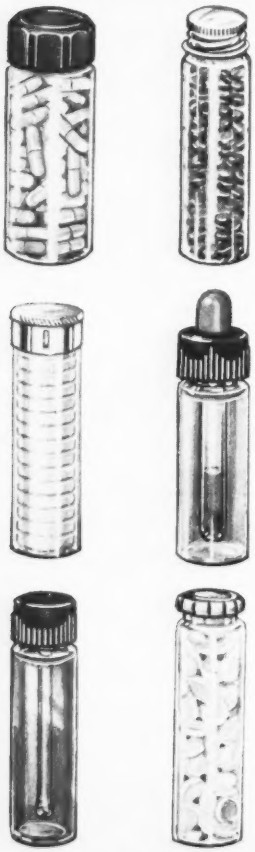
LORSCHEIDER - SCHANG CO.

285 MADISON AVE. NEW YORK — FACTORY AT ROCHESTER, N.Y.

Lorscheider-Schang boxes are made in the various grades from hand-made to machine-made. We have been successful in placing the stamp of originality not only on our finest grade of hand-made boxes, but equally so on the medium and low-priced grades of machine made boxes. May we have a chance to try to increase your sales through our efforts to serve you?

GLORIFYING THE TOOTH BRUSH BY PACKAGING IN KIMBLE GLASS





THE first really new idea in toothbrush packaging introduced in the past decade! A tube of oval shaped glass encasing each brush . . . a masterpiece of modern merchandising which scored a decided hit for Dr. West. Sales and profits are still running up into new and unparalleled heights.

Naturally, Kimble looks with justifiable pride on this achievement . . . for the glass "show window" surrounding each one of Dr. West's Toothbrushes is a specially made Kimble product . . . designed and fabricated in Kimble's own plant at Vineland.

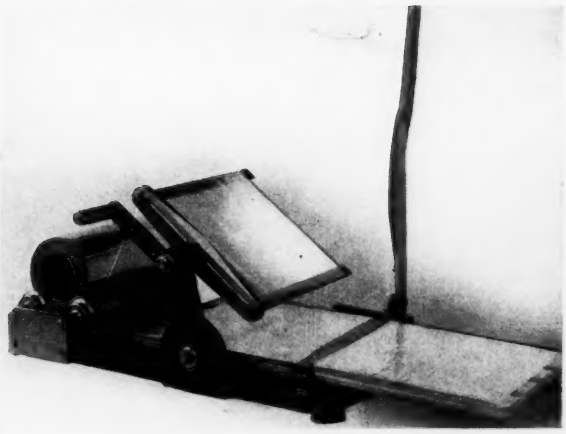
Kimble Glass Vials are solving many such packaging problems today. Whether it be a capsule vial, a dropper vial, applicator, "RE-SEAL-IT", a metal or screw-cap vial, Kimble can be counted upon to supply the exact size to meet your requirements. Every Kimble Vial is automatic-machine-made for uniformity and retempered for maximum strength. Their unusually light weight, their sparkling clarity and cleanliness, make them the ideal carriers for sampled and packaged products throughout the drug, pharmaceutical, perfume and kindred industries.

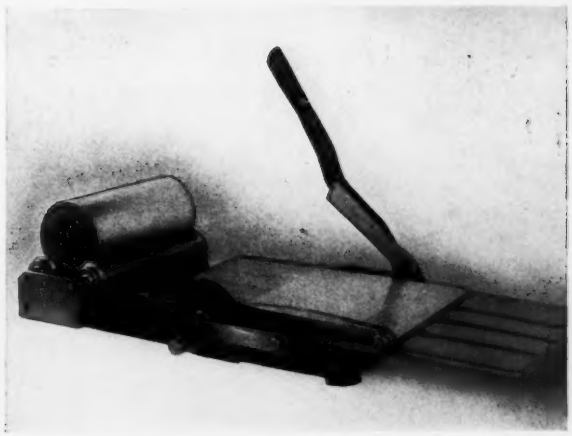
To save time and money, consult with Kimble first. The advice and suggestions offered will cost you nothing.

KIMBLE GLASS COMPANY

VINELAND, NEW JERSEY.

NEW YORK • PHILADELPHIA • BOSTON
CHICAGO • DETROIT

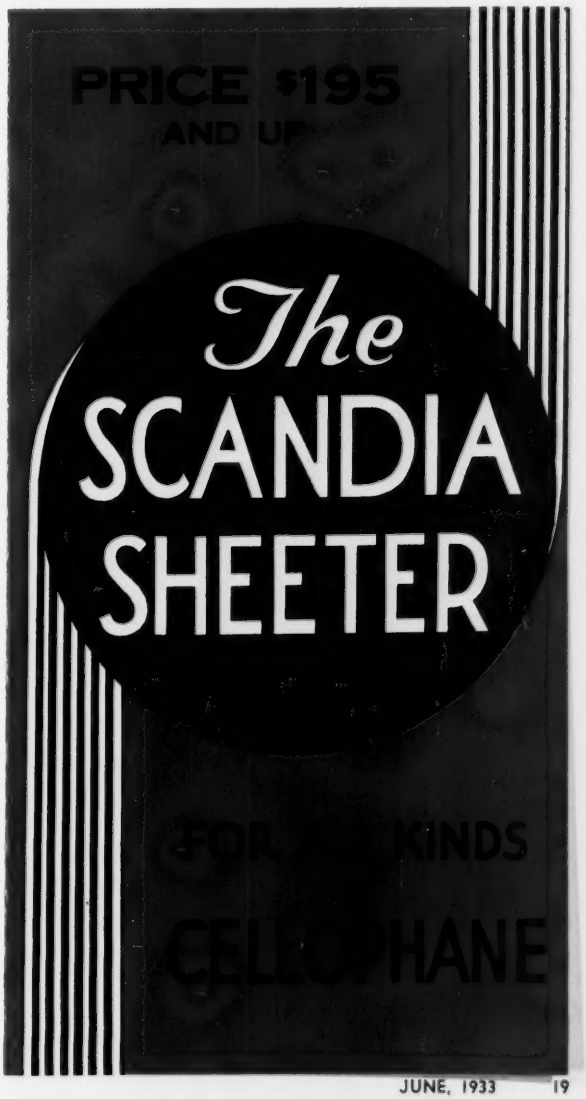




Advantages of the SCANDIA SHEETER

1. Low cost, $195 and $295.
2. High speed—5,000 to 10,000 sheets per hour.
3. Absolutely fool-proof—no motor-driven parts—no mechanisms to go out of order.
4. Adjustments simplified to last degree—any one can operate it.
5. Sturdy—portable—takes up very little bench space.
6. Simplified stock-keeping—less waste.
7. Fresh cut sheets handled more easily, increasing wrapping efficiency.
8. Two standard sizes—15″ taking any size roll up to 15″—24″ taking any size roll up to 24″—special machines built to order.
9. Two or three rolls can be sheeted at one time, thus doubling or tripling sheeting speeds.
10. Saves 10% to 35% in cost of material. (Rolls cost less than cut-to-size sheets.)

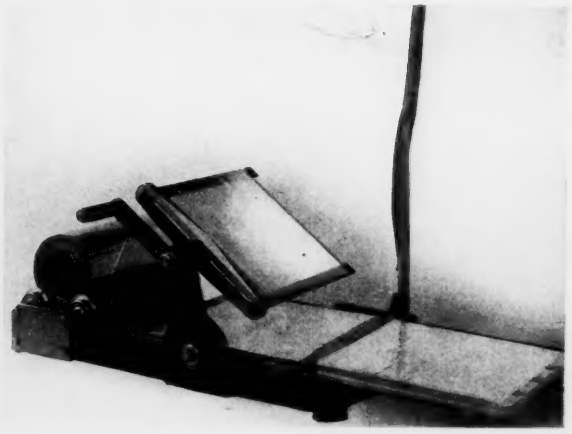
Order one and start saving NOW. Sold on performance guarantee.

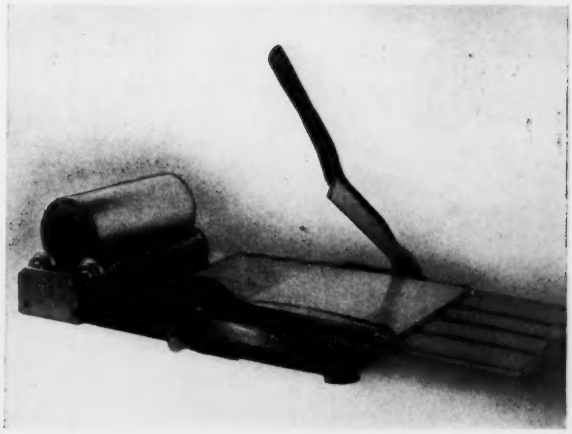


VALDOR SALES, INC.

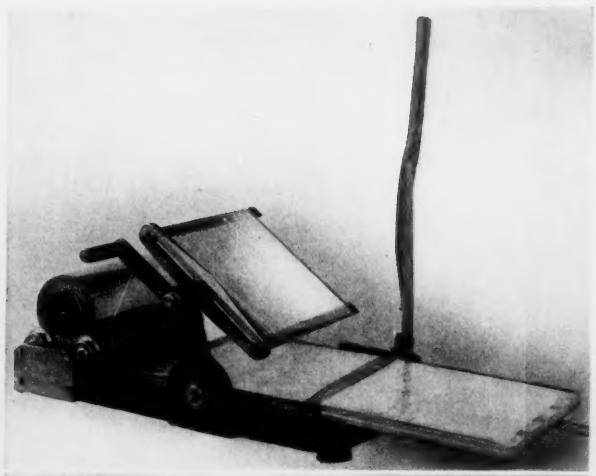
330 Frelinghuysen Avenue
NEWARK NEW JERSEY

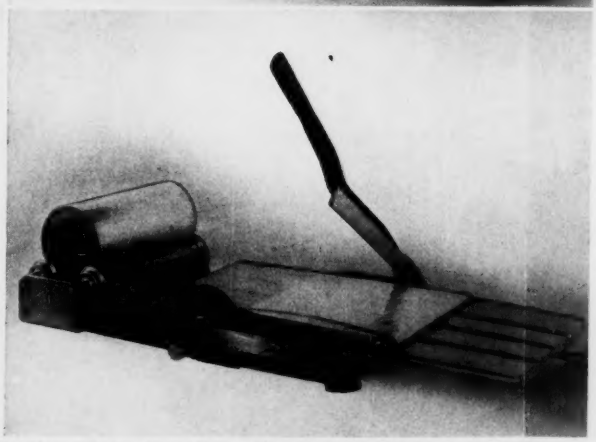
Also distributors for Semi-Automatic and Automatic Wrapping, Banding, Bundling and Bag-Crimping Machines.





Advantages of the SCANDIA SHEETER





Top Illustration Shows Sheeter in Position for Winding. Bottom Illustration Shows Sheeter Ready for Cutting Sheets.

Cuts 5,000 to 10,000 Sheets per hour from rolls of cellophane.

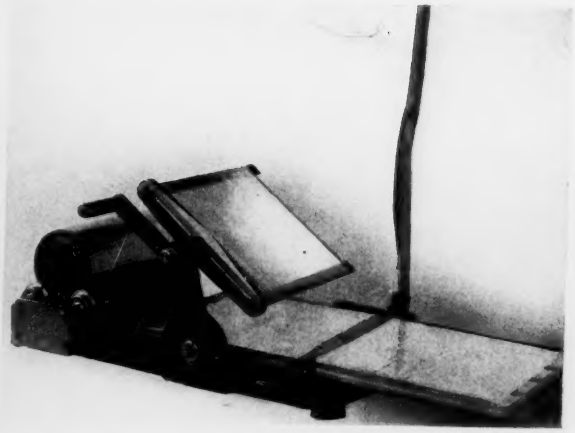
Sheeted Cellophane need no longer cost you extra money. . . It is no longer a difficult, costly and tedious operation, for which you should pay. . . The SCANDIA SHEETER, shown on the opposite page, does away with all that. . .

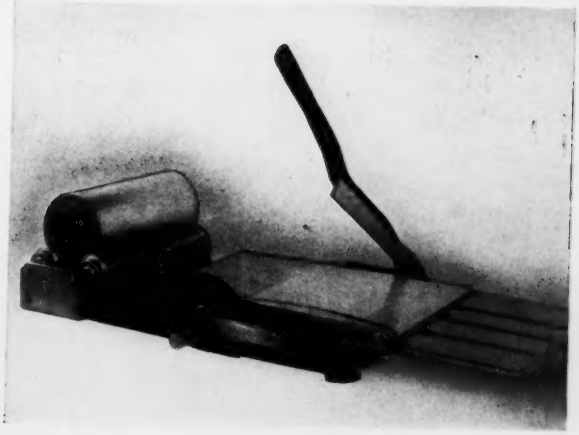
Its price and adaptability . . . its speedy and easy operation . . . puts sheeting where it belongs . . . in the wrapping department . . . where sheets may be had when and how wanted . . . fresh each day—avoiding "left overs" and sticking of sheets in hot weather . . . Making stock-keeping easier too . . . especially to users of a great variety of sizes.

It is easy to operate . . . any novice, on his first attempt, will equal the conservative production speed advertised . . .

It is simple in construction . . . and equally simple to change from one sheet size to another . . . a matter of seconds. It occupies little table room . . . and is readily transportable.

SCANDIA SHEETERS CUT CELLOPHANE COSTS





Advantages of the SCANDIA SHEETER

Machine Specifications

MODEL "A"

Handles one roll or multiple rolls up to 15". Maximum sheet size 15x15.

•

MODEL "B"

Handles one roll or multiple rolls up to 24". Maximum sheet size 24x24.

Special attachments for longer sheets.

•

ALL PRICES F.O.B. KEARNY, N. J.

SOLE AGENTS

VALDOR SALES INC.

330 FRELINGHUYSEN AVE.

NEWARK, N. J.

•

Manufactured by

SCANDIA MANUFACTURING CO.

KEARNY, N. J.

IMPORTANT *Announcement*

FOR OVER a year and a half, we have told you that the Crown Deep Hook Shaped Thread Screw Cap is totally *new* and *different*. Not alone in construction but also in the manner in which it functions.

The grant of letters patent No. 1,900,880 covering the machine and method of manufacture and No. 1,900,881 covering the cap, both dated March 7, 1933 is impartial evidence in support of our statements.

The Crown Deep Hook Shaped Thread Cap is the **ONLY** Screw Cap with a patented thread. . . . . It is the **ONLY** Screw Cap manufactured under the above mentioned letters patent. . . . . It is the **ONLY** Screw Cap which can properly contain the following features:

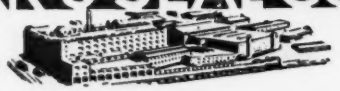
1. This patented thread formation
2. Positive and greater sealing pressure
3. Less friction
4. Easy removal
5. Better cap fit on maximum or minimum glass finish
6. New method of rolling deep thread to prevent metal stretching and consequent injury to lacquer and coatings.

VALUABLE *Sealing* INFORMATION

This interesting, illustrated book will be mailed free on request. It describes the tremendous advantages of this new, patented screw cap and what it means to you in the sealing of your products.

CROWN CORK & SEAL CO. Baltimore Md.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



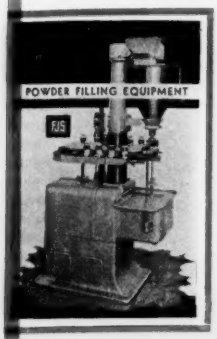
It's all in the CAP

FJS

F. J. STOKES MACHINE CO.
5976 Tabor Road, Olney, P. O.
Philadelphia, Pa.

Date _____

Please send the catalogs checked below:



☐ Tube and Jar Filling Equipment

☐ Powder Filling Equipment

Name _____

Position _____

Company _____

Address _____

FIRST CLASS
PERMIT No.
(Sec. 510 PL & R)
Philadelphia, P

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

2c - POSTAGE WILL BE PAID BY -

F. J. STOKES MACHINE COMPANY

TABOR ROAD, OLNEY P.O.

PHILADELPHIA, PENNA.

NEW STOKES

Packaging Equipment

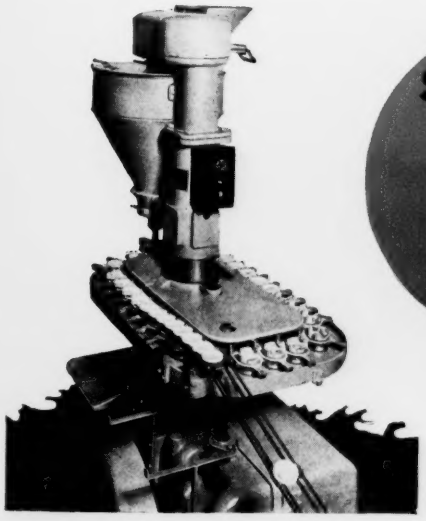
MAILING
THIS CARD
Brings You

2

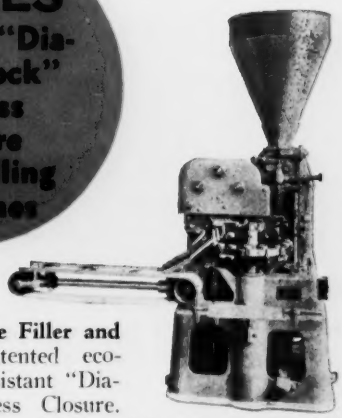
NEW
CATALOGS
describing

STOKES
Semi-Automatic and Full-Automatic Powder Fillers

STOKES
Line of "Diamond Lock" Clipless Closure Tube Filling Machines



STOKES 15-E Powder Filler. For filling small containers such as face powder boxes, spice tins, etc. Will handle practically any powdered or granular material. Economical for sampling. Fully-automatic, including "take-off." Only one operator required. *This is only one of a complete line of semi- and fully-automatic powder fillers.* Send for catalog.



STOKES 90-D Tube Filler and Closer. Applies patented economical and leak-resistant "Diamond Lock" Clipless Closure. Send for sample tube. This model recommended for production filling of practically all liquids, semi-liquids and pastes. Fills tubes up to 7" in length, 45-50 per minute. Thumb screw adjustment for fill. "No tube—no fill" device. Compact, rugged. *This is only one of a complete line of hand and power operated tube and jar fillers.* Send for catalog.

FJSTOKES MACHINE COMPANY
Packaging Equipment Since 1895
5976 TABOR ROAD, Olney P. O., PHILADELPHIA, PA.
New York Office—103 Park Avenue
Chicago Office—307 N. Michigan Avenue
Los Angeles Office—1231 E. 7th Street

Gemloid Corporation, New York.

Asco Chemical Co., Brooklyn, N. Y.

Almont Press, New York.

American Tissue Mills, Holyoke, Mass.

Charles Austin Bates, New York.

Bancroft Walker Co., Boston, Mass.

Beaverbox Mfg. Co., Beaver Falls, N. Y.

Boston Varnish Co., Boston, Mass.

Bates Mfg. Co., Orange, N. J.

Cannon Mills, New York.

Dr. C. A. Conover, Newburgh, N. Y.

The Canister Co., Phillipsburg, N. J.

Druvilco, Flushing, N. Y.

Forbes Litho. Co., New York.

The Furman-Gold Co., New York.

La Giralda, Mexico City, Mexico.

Gem Dandy Garter Co., New York.

Industrial Commerce, New York.

Industrial Litho. Co., New York.

International Paper Co., New York.

International Salt Co., Scranton, Pa.

Jigger Co., Albany, N. Y.

Keystone Brass & Rubber Co., Philadelphia, Pa.

The Koppers Coal Co., Pittsburgh, Pa.

Lavender Line, New York.

Lofts Candy Co., New York.

Joe Lowe Corp., New York.

The Manag Co., New York.

Menke Printing Co., St. Louis, Mo.

Mission Packing Co., Los Angeles, Calif.

Mountain Varnish Color Works, Toledo, Ohio.

F. J. Miles, Sunland, Calif.

Matthias Paper Corp., Philadelphia, Pa.

And Now We Add Eggs To the Bacon!

IN the April issue of MODERN PACKAGING we showed how this publication is "bringing home the bacon" to both advertisers and readers.

We now present evidence of the fact that it also adds eggs to the bacon!

The packaging industries are forging right ahead, buying packaging equipment and supplies of every description. In the adjoining columns we list some of the many concerns that communicated with us during the past month and requested information as to sources of supply for a wide range of packaging materials, equipment and supplies.

Each inquirer was promptly answered and given the desired information, and the manufacturers to whom we referred these concerns were informed of the inquiries.

It is part of our business creed to help in every possible way in the development and growth of the packaging in-

dustries. To that end we maintain complete up-to-date lists, together with data regarding the products and services of every reputable manufacturer catering to the packaging industries.

We also maintain a Permanent Packaging Exhibit in which are displayed hundreds of modern packages of every type—as well as the materials and accessories used in the assembly of these packages. The many visitors that come daily to this exhibit shows that it fills a real need.

If you have a product that can be used to advantage by the packaging industries, let us show you how you can most effectively present your sales story to more than 9,000 of the leading manufacturers in this growing industry.

BRESKIN & CHARLTON PUBLISHING CORP.
425 FOURTH AVENUE NEW YORK, N. Y.

The Mayer Co., Dorchester, Mass.

Jay H. Maish, Marion, Ohio.

National Elec. Appliance Corp., Bridgeport, Conn.

National Brands, Inc., Norwalk, Conn.

National Magnesia Co., Brooklyn, N. Y.

Nutro Sodium Corp., New York.

Niolon & Son, Meridian, Miss.

Pichel Products Co., New York.

Wm. Prym of Amer., Inc., Long Island City, N. Y.

Pell Paper Box Co., Elizabeth City, N. C.

Pilliod Cabinet Co., Swanton, Ohio.

Para Craft, Inc., New York.

Reymir & Bros., Pittsburgh, Pa.

Rea Reta Corp., New York.

Dr. C. B. Rowlingson, Los Angeles, Calif.

Ferdinand Reinitz, New York.

Saul Rubinow, Scranton, Pa.

Daniel M. Schisler, Asbury Park, N. J.

Chas. Schweim Co., Detroit, Mich.

Edwin B. Simpson Co., Brooklyn, N. Y.

Thelander & Berg, Rockford, Ill.

United Paper Box Co., San Francisco, Calif.

Whelan Drug Co., New York.

Waukesha Mineral Water Co., Waukesha, Wisc.

The Wesley Associates, New York.

The W. & F. Mfg. Co., Buffalo, N. Y.

Freeman M. Rose, Brooklyn, N. Y.

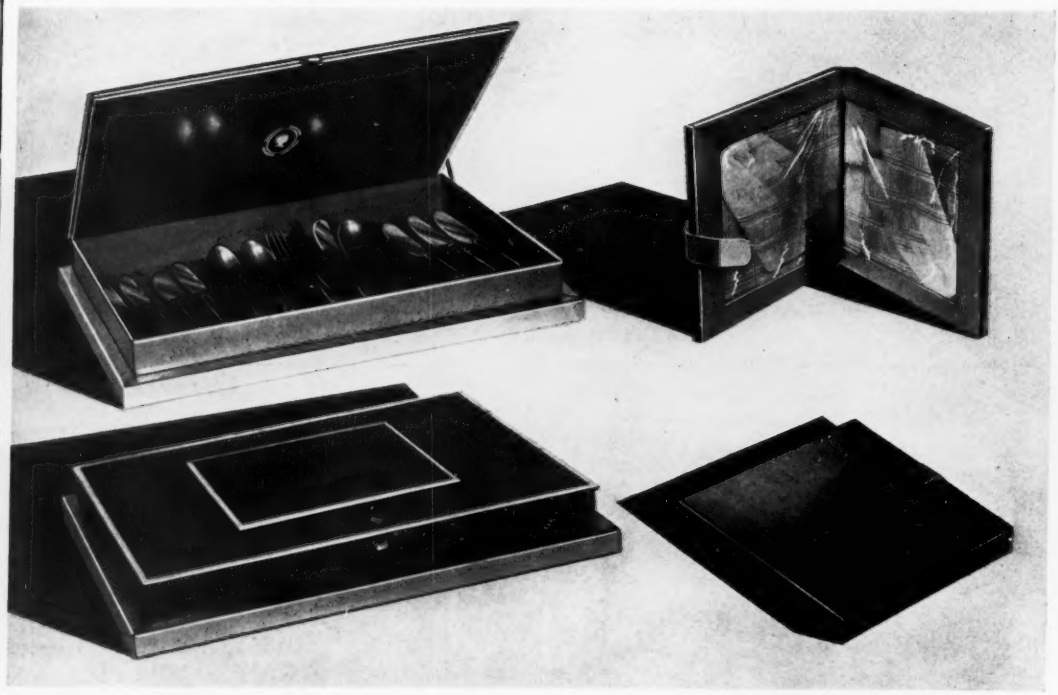
Freystadt-Juraschek, Inc., New York.

Walker-Smith Co., Brownwood, Tex.

Montgomery-Ward Co., Chicago, Ill.

WARNERCRAFT

THE FINEST WORD IN PACKAGING



Among the 100 Best Packages of 1932

The two boxes shown above were selected as outstanding packages of the year 1932.

The silverware box on the left is of the set-up type and is covered with lavender and silver paper. The box on the right is the Warnerpak style of package—a folding box with all the advantages of a set-up box.

Warnerpaks are meeting with great favor because of their splendid merchandising features. They are suitable for packaging a great variety of products.

Our designers and representatives are at your service at all times and ready to offer suggestions.

Note: We have on display at the Permanent Packaging Exhibit, 425 Fourth Avenue, New York, a number of distinctive boxes recently created and produced by our organization.

FANCY SET UP PAPER BOXES

FOLDING BOXES

MOLDED BOXES & CONTAINERS

ARTISTS & DESIGNERS ALWAYS AT YOUR SERVICE

THE WARNER BROTHERS CO.

BRIDGEPORT CONN.

New York Office: 200 Madison Ave.

STITCH YOUR PAPER BAG CLOSURES WITH WIRE STAPLES

SARANAC SINGLE STAPLER, TYPE K
Foot, belt or motor power

The Saranac Type K Stitcher is a simple, inexpensive, high grade wire stitcher for stapling the tops of paper bags in those departments or plants where the number of closures or the rate of production does not warrant the installation of more automatic or expensive machines.

When using the above machine, the operator or a helper folds the top of the bag by hand. The top of the bag is then fed under the stapling head by the operator. The machine drives the staples single. The stapling head uses wire from a spool or coil, cuts, forms, drives and clinches each staple at a single stroke. The machine can be operated as fast as the operator can feed the work to it.

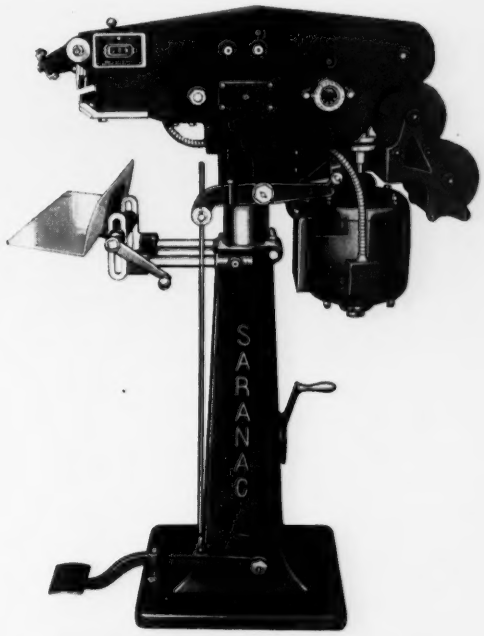
Any width or length of bag up to the usual 100 lb. sizes can be stitched on this type of machine.

With your inquiry, send samples of your bags, state the nature of the commodity to be packed in them, and the output required per hour, day, or other stated interval.

SARANAC MACHINE CO.
Stapling and Package Making Machinery
SPECIAL MACHINES
Benton Harbor, Mich. - U. S. A.

Dry Chemicals, Insecticides, Poisonous Powders, Dry Colors, Food Products, Coffee, Sugar, Flours, Dried Fruits, etc., which are packed in paper bags, are speedily and economically sealed with the Saranac wire stapled reverse double fold SIFT-PROOF CLOSURE.

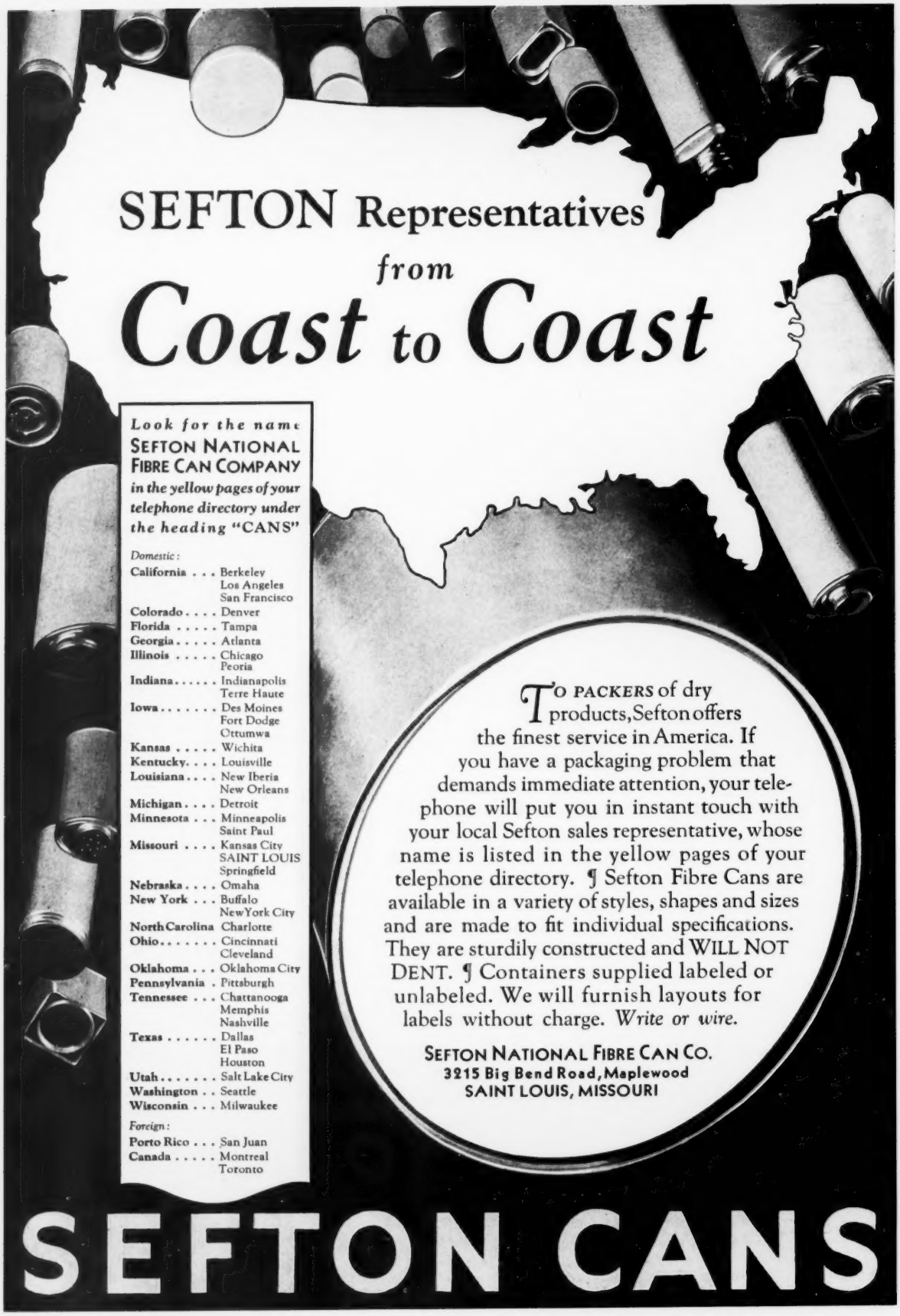
The Saranac Bag Sealer Type D-10 is a standardized machine which can be readily used in conjunction with your regular conveyor line. It is positive and dependable. The folding unit automatically folds the top of the bag and operates in synchrony with the stapling units. All of the staples are driven simultaneously. The stapling heads use wire from spools, cut, form, drive and clinch the staples automatically in a single stapling stroke. The machine is self-contained with motor drive and single pedal control.



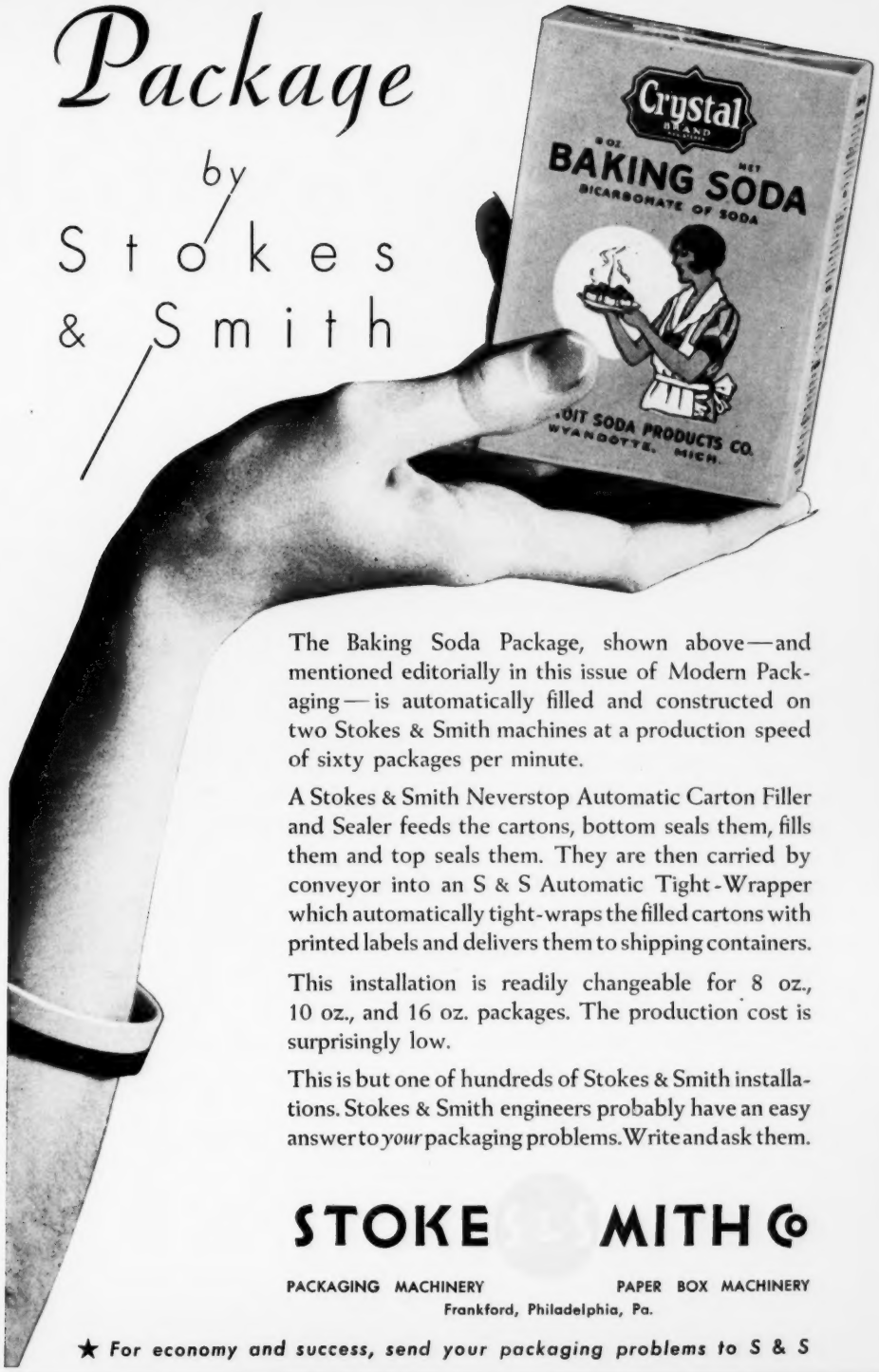
SARANAC BAG SEALER, TYPE D-10
for the rapid, secure and sift-proof sealing of commodities in paper bags of the usual 1-lb. to 15-lb. sizes.

With your inquiry, send samples of your bags, state the nature of the commodity to be packed in them, and the output required per hour, day, or other stated interval.

SARANAC BAG SEALERS
INCORPORATED
Benton Harbor, Mich. - U. S. A.


SEFTON Representatives
from
Coast to Coast
Look for the name
SEFTON NATIONAL
FIBRE CAN COMPANY
in the yellow pages of your
telephone directory under
the heading "CANS"
Domestic:
California . . . Berkeley
Los Angeles
San Francisco
Colorado . . . . Denver
Florida . . . . . Tampa
Georgia . . . . . Atlanta
Illinois . . . . . Chicago
Peoria
Indiana . . . . . Indianapolis
Terre Haute
Iowa . . . . . Des Moines
Fort Dodge
Ottumwa
Kansas . . . . . Wichita
Kentucky. . . . Louisville
Louisiana . . . . New Iberia
New Orleans
Michigan . . . . Detroit
Minnesota . . . Minneapolis
Saint Paul
Missouri . . . . Kansas City
SAINT LOUIS
Springfield
Nebraska . . . . Omaha
New York . . . Buffalo
NewYork City
North Carolina Charlotte
Ohio . . . . . Cincinnati
Cleveland
Oklahoma . . . Oklahoma City
Pennsylvania . Pittsburgh
Tennessee . . . Chattanooga
Memphis
Nashville
Texas . . . . . Dallas
El Paso
Houston
Utah . . . . . Salt Lake City
Washington . . Seattle
Wisconsin . . . Milwaukee
Foreign:
Porto Rico . . . San Juan
Canada . . . . . Montreal
Toronto
TO PACKERS of dry products, Sefton offers the finest service in America. If you have a packaging problem that demands immediate attention, your telephone will put you in instant touch with your local Sefton sales representative, whose name is listed in the yellow pages of your telephone directory. ¶ Sefton Fibre Cans are available in a variety of styles, shapes and sizes and are made to fit individual specifications. They are sturdily constructed and WILL NOT DENT. ¶ Containers supplied labeled or unlabeled. We will furnish layouts for labels without charge. Write or wire.
SEFTON NATIONAL FIBRE CAN CO.
3215 Big Bend Road, Maplewood
SAINT LOUIS, MISSOURI
SEFTON CANS

Package by Stokes & Smith



The Baking Soda Package, shown above—and mentioned editorially in this issue of Modern Packaging—is automatically filled and constructed on two Stokes & Smith machines at a production speed of sixty packages per minute.

A Stokes & Smith Neverstop Automatic Carton Filler and Sealer feeds the cartons, bottom seals them, fills them and top seals them. They are then carried by conveyor into an S & S Automatic Tight-Wrapper which automatically tight-wraps the filled cartons with printed labels and delivers them to shipping containers.

This installation is readily changeable for 8 oz., 10 oz., and 16 oz. packages. The production cost is surprisingly low.

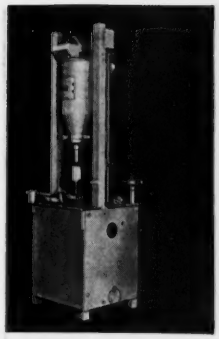
This is but one of hundreds of Stokes & Smith installations. Stokes & Smith engineers probably have an easy answer to *your* packaging problems. Write and ask them.

STOKES & SMITH Co

PACKAGING MACHINERY — PAPER BOX MACHINERY

Frankford, Philadelphia, Pa.

★ *For economy and success, send your packaging problems to S & S*

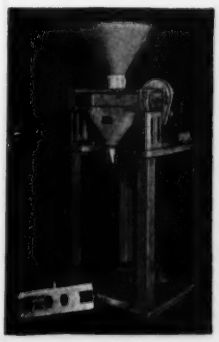


UNIVERSAL FILLER

For any powder, granular product or paste. Fills by gross weight, volumetric measurement or packing. Speed: 15-30 units per minute.

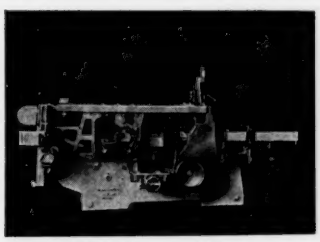
CONVEYOR NET WEIGHT SCALE

For nuts in shell, hard candies, flaked products, etc. Fills by net weight. Speed: 15-25 units per minute.



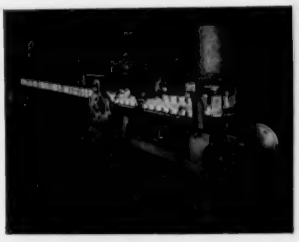
AUTOMATIC TIGHT-WRAPPER

For all food and grocery products. Automatically tight-wraps carton with printed label. Speed: 60-70 units per minute.



NEVERSTOP FILLER & SEALER

For all grocery products in cartons. Feeds cartons, bottom seals, fills, top seals. Speed: 40-75 units per minute.



VOLUMETRIC FILLER

For salted and shelled nuts, tea, whole spices, flaked cereals, etc. Fills by volumetric measurement. Speed: 20-30 units per minute.

1933—19??
New Era!

SWIFTLY, relentlessly, new ideas, and new methods challenge accepted practice . . . Preparedness becomes the pass word to prosperity . . . Unprecedented opportunities await Industry's alert!

Keyed to the new order of things, the Consolidated organization is, we believe, happily qualified to serve you—both through its experienced Engineering Department, which has fully anticipated tomorrow's demands, and improved equipment designed to meet an extended range of packaging requirements. Together they provide a direct approach to the problems which confront those who direct the drive for the markets toward which recovery now bears us.

. . . fast — accurate — dependable
PACKAGING EQUIPMENT

2 lines

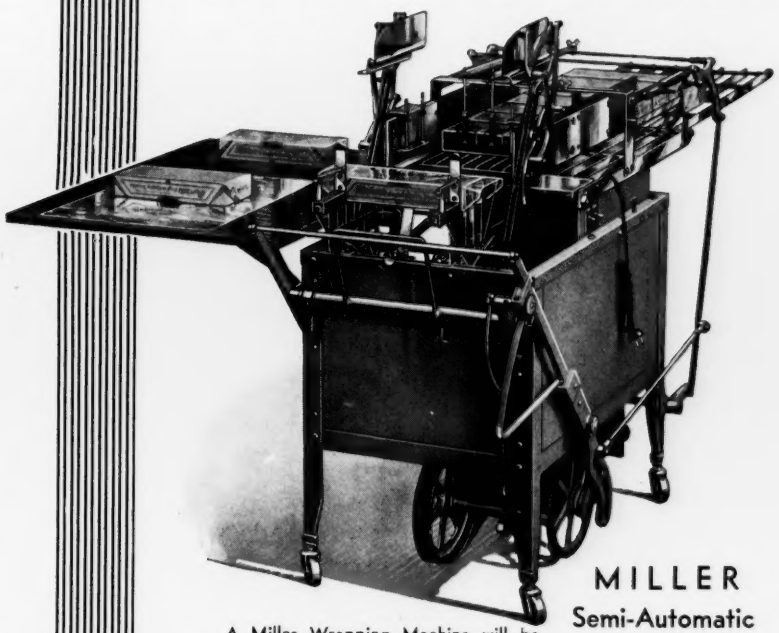
HOEPNER—*Comprising Automatic Equipment for weighing or measuring and filling of product to package; sewing machines; baggers, etc.*

CAPEM—*Specializing in the mechanical sorting, feeding and applying of caps and closures of all types from bulk supply to your container.*

CONSOLIDATED PACKAGING MACHINERY CO.

1400 WEST AVENUE
BUFFALO, N. Y.

PACKAGES SNUGLY WRAPPED *and* HEAT-SEALED



A Miller Wrapping Machine will be on display at the Permanent Packaging Exhibit, 425 4th Ave., New York, during the month of June.

MILLER
Semi-Automatic
Wrapping
Machine

Cartons—or any types of packages fairly regular in shape—are speedily and perfectly wrapped with transparent cellulose or waxed paper—and then tightly heat-sealed—on the "Miller."

Never before has a machine with such a wide range of packaging applications been within the reach of the smallest prolducer and at the same time been adaptable to the needs of the large manufacturer.

It is exceedingly simple to handle, and operating costs are only a few cents an hour for electricity.

Whether your trade calls for transparent cellulose wraps or waxed papers, the "Miller" will produce neat sales-winning packages for you. Special attachments are provided for wrapping cake, bread, and other products.

Write for illustrated folder fully describing the machine and giving complete specifications.

J. L. FERGUSON COMPANY, JOLIET, ILL.

MIDDLE WESTERN SALES REPRESENTATIVES

To enable us better to serve the packaging industries in the middle western states—Minnesota, Iowa, Indiana, Ohio, Illinois, Kentucky, Michigan, Wisconsin and West Virginia—we have appointed the J. L. Ferguson Co. our sales representatives for that territory. With their long, practical experience in all phases of packaging, we feel they can render much helpful service to manufacturers requiring assistance in any wrapping problems.

MILLER WRAPPING & SEALING MACHINE CO.

14 South Clinton Street, Chicago

EASTERN REPRESENTATIVE: VALDOR SALES, INC., 330 FRELINGHUYSEN AVE., NEWARK, N. J.

Some New Developments in Packaging

CREATING containers that will give our customers a sales advantage in the merchandising of their products—is one of the chief functions of our packaging experts.

We show in the above illustration some of the new packages developed by them.

The Pax Container is a new idea for a soap dispenser package which is proving a splendid sales booster.

A new device for protecting bottles until they are delivered, is shown in the two Sutton Bluing and Closol containers.

The small Purina Flea Powder container has a metal reinforcement on the inside and a shrunk outside body, enabling the packer to close the containers conveniently and efficiently without the use of machinery. And the tops stay put!

The Sutton Surj cans are moisture-proofed by our special process and also have a convenient dispensing closure.

Let us tackle your packaging problem and submit some suggestions for a sales building container.

R. C. CAN CO.

Manufacturers of Round, Square, Oval and Oblong Paper and Fibre Cans.

ST. LOUIS, MISSOURI

Branch Factories at Kansas City, and Rittman, Ohio

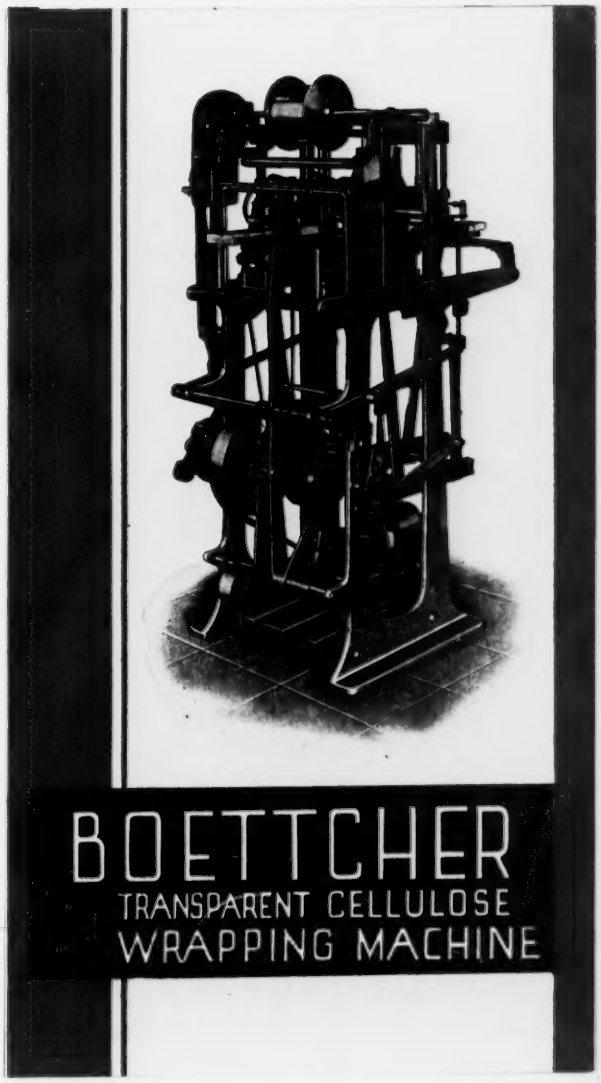
Low-Cost and Speedy Automatic Wrapping

MANUFACTURERS whose products require a transparent cellulose wrap can now have this work done automatically on a machine which is priced so low that even the smallest packaging plants can now afford to own one.

Not only is it low-priced, but it costs little to operate. A girl can run the machine, and it turns out the wrapped packages automatically at the rate of 30 to 60 units per minute. All are perfectly wrapped and sealed, ready for shipping container.

Constant, uninterrupted production is assured with the Boettcher Wrapping Machine because it has several exclusive features which eliminate the difficulties caused by atmospheric conditions and static. It occupies very small space—approximately 3 ft. by 3 ft.

Write for full particulars.



BOETTCHER, Inc.

33 FREEMAN STREET WEST ORANGE, N. J.

Tel.—Orange 3-0802

Low-Cost and Speedy Automatic Wrapping

Now You Can Cut Your Wrapping Costs!

To meet the increasing demand for a low-cost, fully-automatic, transparent cellulose wrapping machine—we have developed the machine shown on the cover of this folder.

It operates on an entirely new principle of reciprocating motion—which makes for greater efficiency as well as economy in operating cost.

Printed or plain transparent cellulose is handled with remarkable ease and speed, the wrapping material being fed from a roll.

Better control of the material while it is being wrapped around the package is possible with the Boettcher Wrapping Machine because the material is held rigidly. This advantage also eliminates the difficulties caused by atmospheric conditions and static.

The Boettcher Transparent Cellulose Wrapping Machine has a speed of 30 to 60 packages per minute on the single machine, and 120 per minute on the duplex.

Sealing can be done by either the heat-sealing process or adhesives.

THE BOETTCHER WRAPPING MACHINE

BOETTCHER, Inc.

33 FREEMAN STREET WEST ORANGE, N. J.

Tel.—Orange 3-0802

Low-Cost and Speedy Automatic Wrapping

The BOETTCHER

TRANSPARENT CELLULOSE

Wrapping Machine

Other Advantages

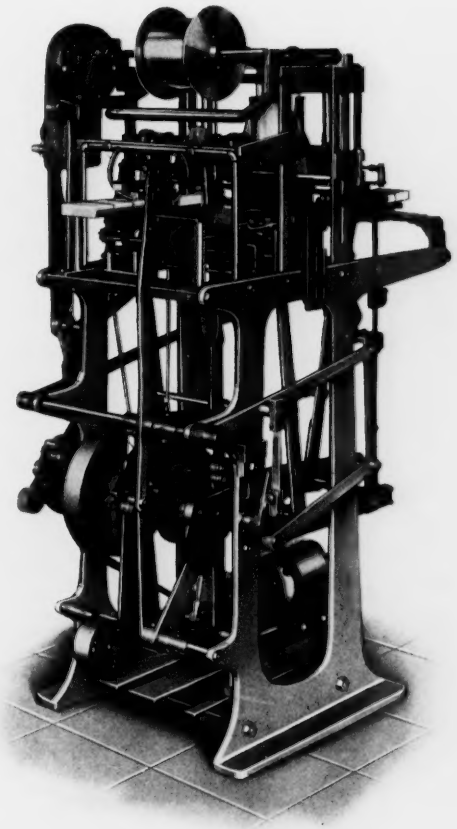
1. Packages can be rectangular or cubical.
2. Packages can be fed in any direction—lengthwise, widewise or endwise.
3. Machine can be equipped to pre-group or assemble products and then wrap.
4. A small thumb screw permits of adjusting the cutting of material to within one-sixteenth inch.
5. Occupies small space, approximately 3 ft. x 3 ft.
6. Weight 350 to 400 lbs.
7. Static in cellulose paper does not affect operation.
8. One-quarter H. P. May be attached to any light circuit.
9. Adjustable in minimum time. No skilled labor needed.
10. Easy to operate.

Price and further information sent on request.

BOETTCHER Inc.

33 Freeman St., West Orange, N. J.

Telephone: ORange 3-0802



BOETTCHER, Inc.

33 FREEMAN STREET — WEST ORANGE, N. J.

Tel.—Orange 3-0802

REGARDLESS of season or climate, housewives in every locality now enjoy the full fresh and crispy flavor of Quaker Crackels, Puffed Wheat and Puffed Rice. Sealed in an inner bag of Riegel's Waxed Glassine, moisture and humidity are definitely excluded.

No other wrap used in cereal packages today affords the high degree of moisture protection found in waxed glassine.* The inner bag gives Quaker packages the double sales appeal of perfect protection plus the full force of their attractive, modern carton. No Quaker product stands hidden on the dealer's shelf, dimmed by an outer wrap.

* Illustrated chart upon request.

Write for a portfolio of Riegel Wrappers containing large sheets and explanatory data on all uses.

MODERN PACKAGING

JUNE, 1933 VOLUME SIX—NUMBER TEN

Packaging California Fruits

By C. B. Pape

THE California Prune and Apricot Growers Association, with head offices at San Jose, and twenty-six plants, located in strategic parts of the state, adjacent to producing sections, is a cooperative organization, comprised of between five and six thousand grower members. In the fifteen successful years of its existence it has somewhat outgrown its name, for in addition to prunes and apricots it now handles large tonnages of peaches, pears, figs, apples, and raisins, all of its fruits being marketed in what is termed a "dried" condition. At the present time the annual tonnage handled by the Association will range between 75,000 and 100,000 tons of dried fruit, depending on the crops.

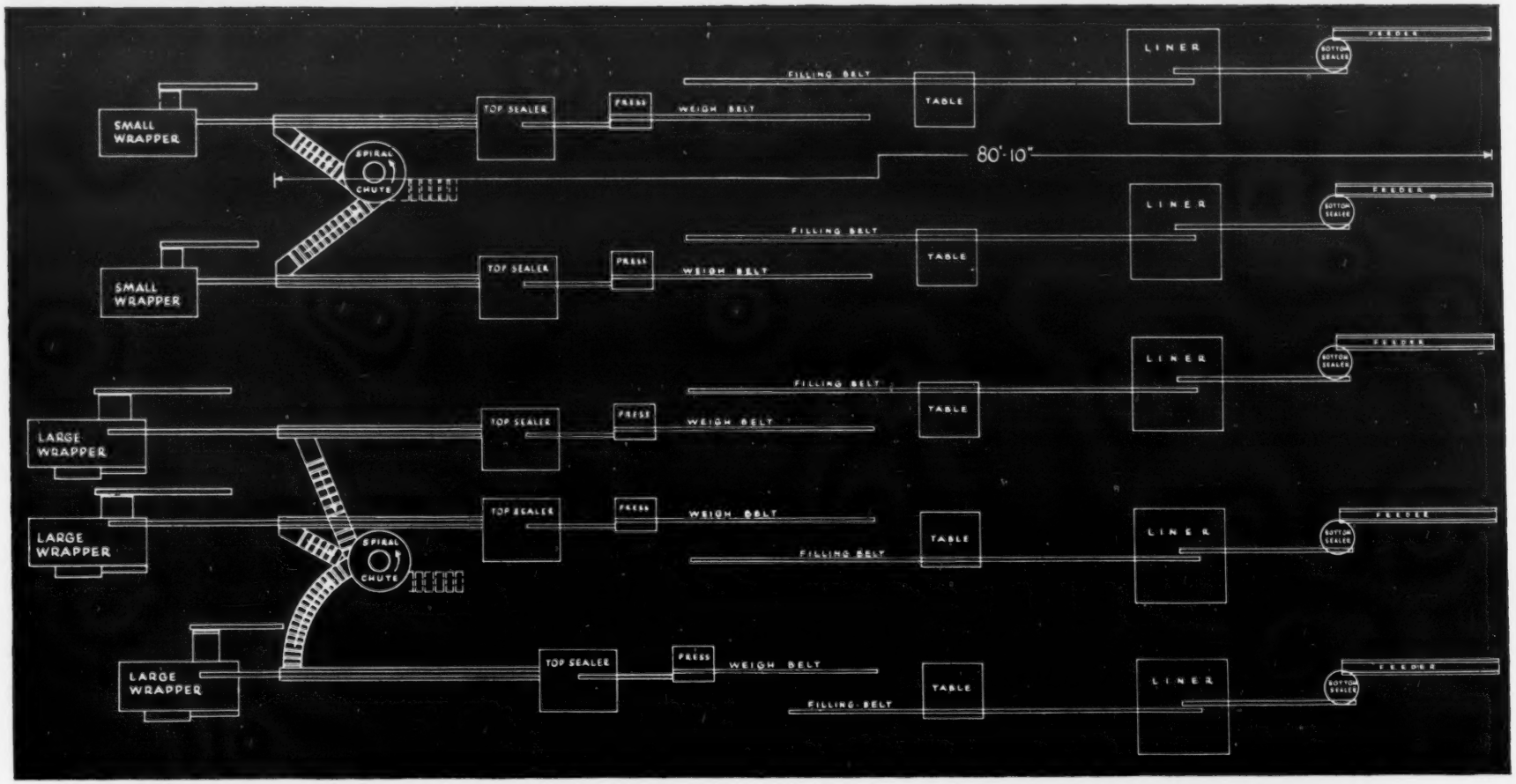
Its principal trademark is Sunsweet, this brand being confined to its choicest qualities, and is nationally known. Sunsweet is the only nationally advertised trademark for any dried fruit item, with the exception of raisins. Some of its other trademarks are Stanford, Golden Glow, Equality, and Blue Ribbon, the latter being used for many years by the California Peach & Fig Growers Association, which last year turned its crops over to the Prune & Apricot Growers Association, affiliating itself with the latter organization.

Being a growers' organization, the California Prune & Apricot Growers Association is somewhat differently situated from the ordinary commercial enterprise. Each year when the different crops are harvested, it receives at one time the entire crops of its grower members, and these are stored and sold as the season progresses. The ordinary commercial enterprise can limit operations and purchases as needed, and its problems are both purchasing as well as selling, and in a great measure its profits come from being able to purchase low and sell high. However, with an association the problem is solely that of marketing, and therefore, it is 100 per cent selling minded, which, of course, affects its perspective considerably, for its entire aim is to satisfy and build up consumer desire, and consumer acceptance of its products.

Each year it can look forward to receiving a definite tonnage of merchandise which must be marketed, and therefore, must build not only for the present, but for the future crops which it will receive, realizing that only upon the continued consumer acceptance and approval of its particular products can the welfare of its grower members be maintained.

It is a definite case of the producer contacting directly with consumer, controlling not only the growing of the product, but also the preparation and packaging as well, a most logical set-up for the best interests of both consumer and producer alike. The grower can only receive a fair return from his products if he in turn satisfies the consumer, and recognizing this vital point, no stone is being left unturned to keep step with modern demands, both in the preparation and packaging of the various products.

Photo by Heelfield, courtesy of Phoenix Metal Cap Company



Floor Plan of Package Units at Plant of California Prune and Apricot Growers Association, San Jose, California

Five continuous lines of automatic equipment are included in the main plant of the California Prune and Apricot Growers' Association —a cooperative organization consisting of about six thousand grower members. Upwards of one hundred thousand tons of dried fruit is packaged annually, making use of modern methods, machinery and materials. In the diagram each of the units shown is arranged with relation to the others to obtain maximum efficiency and straight line production. Illustrations of the individual units which comprise a single line as set forth on the diagram are to be found on the following pages of this article.

During the past twelve months, by means of intensive research activities, both in regard to the products themselves, as well as the methods of packaging, practically every item in the line has been gone over and changed in some manner. New types of products have been developed, opening up additional channels of sale. Consumer needs, likewise, have been studied closely, and products prepared to conform as nearly as possible to them. Every conceivable means has been adopted to conserve the best qualities the products themselves possess basically, as well as to retain this quality by means of special types of packages, so that there will be no variance when the consumer finally purchases the package, no matter how long it may remain in the intermediary channels.

Intensive advertising has announced these changes to the consumer, and for the first time in forty years, with few exceptions, so-called "dried" fruits are making a definite bid for consumer approval on other qualities than merely "cheap price."

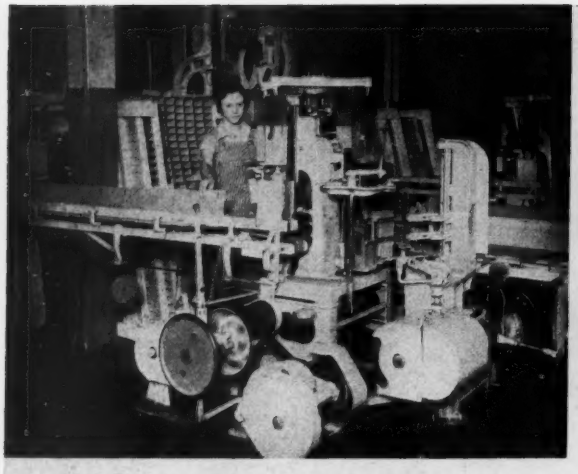
These changes were not effected over night. Exhaustive studies were undertaken; experiments conducted; all available data that has been accumulated over years of experimentation was carefully gone over; experts were consulted, and above all, every man of experience in the industry was subjected to hours of grilling as to the why and wherefore of the various conducts of the different fruits under varied conditions.

As in all old industries, a thousand traditions have grown up and been passed down to the newcomers in this field, as being fundamental. Some of them were found to be partly true; some of them wide of actual facts but they had been, to a great degree, responsible for the hesitancy to break away from fixed ways of doing things, even though it was certainly apparent that this lack of change was costing the industry definite consumer acceptance, and other products were gradually edging in to take the place of the majority of the uses for the products of the Association, resulting in lowered returns to the growers.

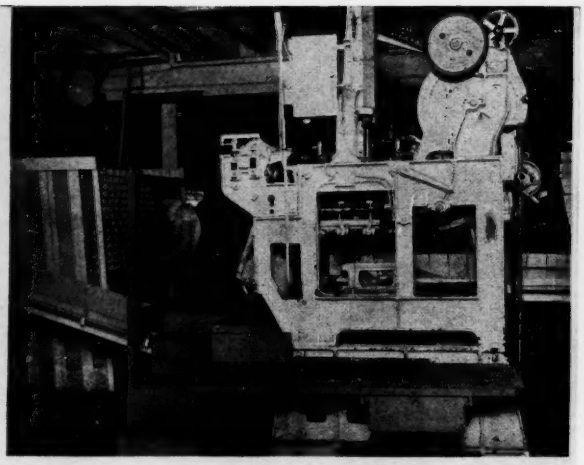
These traditions were dissected and bi-sected. Some of them were thrown out entirely, some of them given proper consideration, and used as a basis for new calculations. But regardless of the authority, nothing was taken for granted. Every single factor was subjected to the most microscopic inspection before it could remain as a part of the "new deal."

Several years ago the California Prune & Apricot Growers Association introduced to the trade, under the Sunsweet trademark, a carton pack of prunes. This was the first attempt on the part of any agency handling the product to break away from the bulk sale on any national scale, and still, even with this carton, prunes were still just prunes, requiring the same time for preparation. It was just as if oatmeal were sold in package rather than the substitute for oatmeal which could be served quickly. In spite of this fact, however, the carton sales of the Association increased from year to year to a point where they are handling over thirty million pounds of fruit in this type of package.

The underlying problem that presents itself in the marketing of dried fruits is to be able to offer the consumer a product which is tender enough to lend itself to quick preparation, and yet, at the same time, will not



Opening and forming of cartons



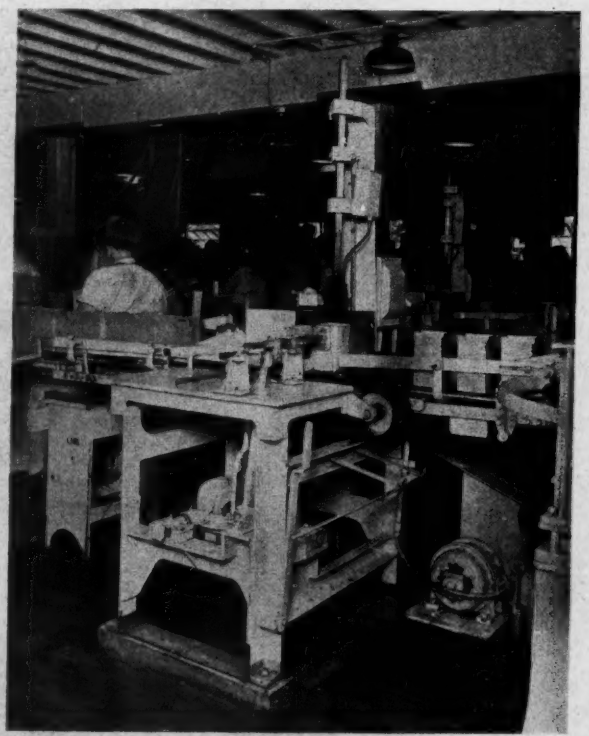
Inner-sealing cartons with parchment paper

deteriorate. Dried fruits unless properly handled will spoil, and the problem devolved itself into processes and packs which could retain all the fundamental flavor and health qualities of the product, maintaining them in a tender condition, and at the same time so packaging them that they would not deteriorate, regardless of atmospheric conditions to which they may be subjected in the regular trade channels.

Individual problems in packaging presented themselves. There was hardly any precedent established which could be used. Machines adapted for presumably similar uses in other lines were found to be of little value because of the particular problem presented. Machinery manufacturer after machinery manufacturer came out to the Coast, realizing that the field was extensive, only to return baffled by the conditions presented.

The major lines of dried fruits are dried in the sun, and after they are dried, stored in the packing house until sold. In the general procedure for preparing fruits for the market, they are immersed in boiling water from three to five minutes before being packed and shipped. This process is for the purpose of cleaning them thoroughly. They are then put in cases, directly after leaving the processer, and are packed wet and hot. Naturally in this condition they are difficult to handle mechanically. Ordinary weighers have not been developed which can satisfactorily handle them in this condition. They are somewhat sticky, and naturally tend to clog. Furthermore, they are in general large pieces, and therefore, difficult to weigh accurately mechanically.

In general, dried fruit is packed in wooden boxes, for bulk sale. The fibre box people for many years have attempted to convert the packing of dried fruit products to fibre or corrugated cartons, but inasmuch as in our line prunes comprise the major tonnage, the fibre box people had to face the difficulties inherent in the packaging of this particular product.



Pressing prunes into cartons

It is easy to see that when a mass of 25 lbs. of prunes, wet, hot, and steaming, is put into a fibre carton and then stacked, a rather unsightly package would be the result. Only recently has the development of a corrugated carton with dividers capable of withstanding this treatment been perfected. This type of pack was developed by the Association, and has been introduced to the trade in the last four months.

Under the old method, when the prunes were packed in the wooden case they were compressed into place. This, of course, made it difficult for the retailer to

Filling cartons with prunes and checking

Check weighing the filled cartons

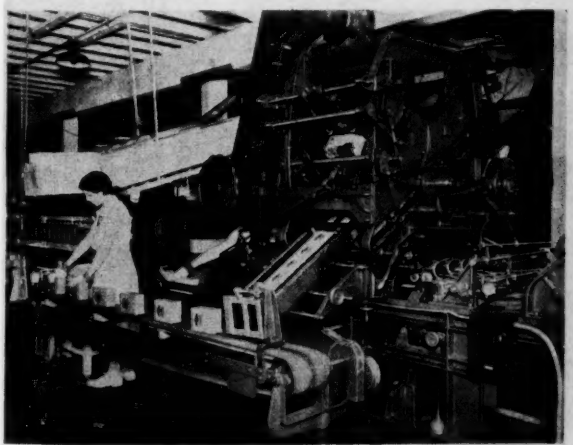
get the prunes out without digging into them and marring them. With the new type of container, it was discovered that with agitation in conjunction with the dividers in the carton, the product would compact into the same space as originally used in the regular press method. But with the new pack the retailer can easily get the prunes out of the box without resorting to excavation methods.

We call this pack our Free Flo Pak, and recognizing the fact that today the dealer wishes to display the packaged product, we insert in the case a certain number of transparent cellulose bags, making the deal complete. It is also evident that by means of the new fibre container, we have a lighter package, which means a saving in freight for the jobber.

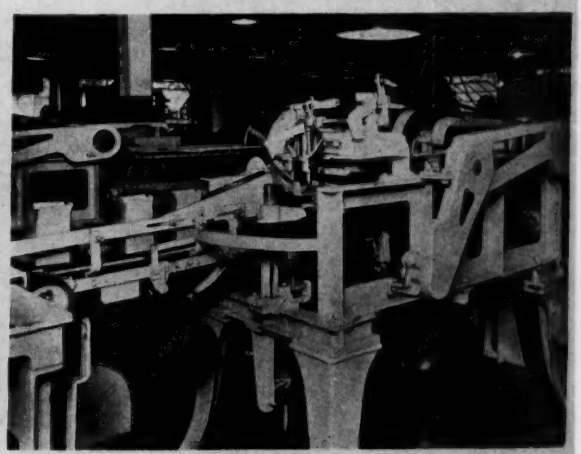
In the matter of the carton packs, until last season the Association packaged the product in an ordinary container with a parchment liner, outside wet wrap, on an asphalt laminated chip board shell. To some extent this container retarded the drying out process, yet in the time which elapsed through the ordinary channels of marketing, it was only in rare cases that the prunes were received by the consumer in a tender condition, suitable for speedy preparation and use in the household.

Recognizing that if the prune was to maintain its place on the breakfast table, in competition with a hundred and one new items which had been developed, it must not only retain as much as possible of its inherent qualities, but must also lend itself to the modern desires of quick preparation, the Association was able to develop such a product, and has recently introduced it under the trade name "Tenderized." These prunes, in addition to lending themselves to quick preparation for the breakfast table or other uses, can be eaten directly from the carton like a confection. If it is desired to cook them, they can be prepared in slightly over half an hour, against the old method which required an all-night soaking and hours of boiling.

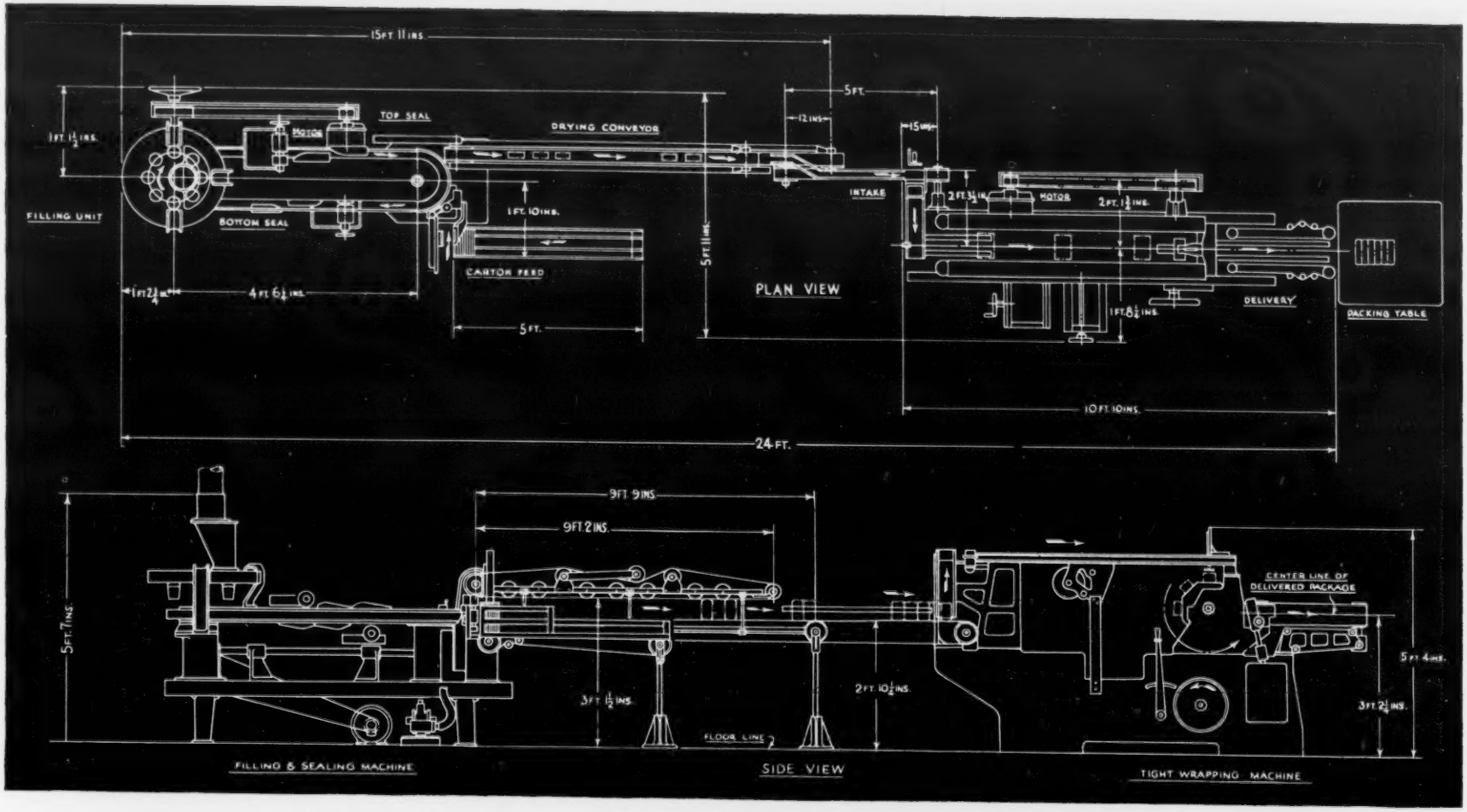
It was, of course, not only necessary to change the process of these prunes in the manufacturing end, but also to package them so that this condition could be maintained, something which is recognized today as being essential in all food products. The packaging was accomplished by wrapping the carton in aluminum foil wrap, which of all materials available at the time gave the most satisfactory results for (*Continued on page* 88)



Sealing ends of filled cartons



Putting wraps on sealed cartons



Floor and Elevation Plan of Packaging Equipment at Plant of Detroit Soda Products Company, Wyandotte, Mich.

Equipment includes (1) automatic carton filling and sealing machine, adjustable for three sizes, equipped with automatic carton feed, feeding cartons from a supply, bottom sealing, filling by means of special adjustable measuring pockets and top sealing. Filled and sealed cartons travel on a conveyor belt to (2) automatic tight-wrapping machine which tight wraps the filled cartons in printed labels, discharging completed packages at the rate of 60 per minute for packing in shipping containers. Courtesy of Stokes & Smith Company.

Filling, sealing and tight-wrapping units used for packaging Crystal Baking Soda

Tight Wrapping for Three Sizes

PACKAGING Crystal Brand Baking Soda in three sizes by means of a single line of equipment which is interchangeable for these sizes is being accomplished with interesting results at the plant of the Detroit Soda Products Company, Wyandotte, Mich. The package used is known as a tight wrap package, consists of an inner shell or carton of plain chipboard which, after filling and sealing, is wrapped and sealed automatically in a printed paper wrapper. The three sizes—8-oz., 10-oz. and 16-oz.—are, respectively, of the following dimensions: 4⅜ in. x 3 3/16 in. x 1 3/16 in.; 4⅜ in. x 3 3/16 in. x 1⅜ in., and 4⅜ in. x 3 3/16 in. x 2 5/16 in. The change from one size to another can be made in about two hours time.

The line consists of a carton filling and sealing unit and a tight wrapping machine, both of which are completely automatic in operation.

The carton filling and sealing machine known as the "Neverstop," is quite different from most filling and sealing machines. It is a continuous moving machine, that is, the carton never stops after it is once fed from the automatic carton feeder, and there are as many as thirty cartons in the machine at one time in different stages of filling and sealing. This makes a slow moving machine with a high production and little wear on the parts. The cartons are held between blocks on a steel belt and the cartons do not have to be fed on to block as is usually the case on a sealing machine. Also, the cartons travel around on the machine on the same plane both for bottom sealing and top sealing as well as the filling. The patented method of sealing which is used on this machine spreads the glue over on to the end flaps as well as the side flaps and the method of sealing insures an absolutely tight seal. The filling is accomplished through special adjustable filling pockets, these pockets being calibrated for the particular amount of material to be filled, and while the bottom sealed carton is under the filling spout the carton is vibrated at the same time settling the material into the carton. The filling pockets are arranged with automatic trips so in case there should be no carton under a particular filling pocket there is no spill.

The tight-wrapping machine takes the filled and sealed cartons from the "Neverstop" machine, automatically feeds the label from a supply, glues it all over on the blank side with a thin coating (*Continued on page* 64)

...shipping containers. Courtesy of Stokes & Smith Company.

TO OPEN
CUT ON DOTTED LINE

Crystal
BRAND
REGISTERED

10 OZ NET

BAKING SODA

BICARBONATE OF SODA

DETROIT SODA PRODUCTS CO.
WYANDOTTE, MICH.

Selected Recipes

Crystal Soda Biscuits

2 cups flour, 1 tablespoon lard, 1 teaspoon salt, 1½ cups buttermilk, 1 teaspoon CRYSTAL BRAND BAKING SODA. Mix thoroughly, put on board, flatten with hands (do not roll), bake in rather quick oven.

Waffles

2 cups flour, ½ teaspoon salt, ½ teaspoon CRYSTAL BRAND BAKING SODA, 1 cup sour milk, 2 eggs, 2 tablespoons cooking oil, sugar to taste. Mix together all ingredients. Add more milk if too thick. Preheat iron 5 minutes. Bake in usual manner.

Corn Bread

1 cup sour milk, 1 or 2 eggs well beaten, 1 tablespoon butter and sugar creamed, 1 teaspoon CRYSTAL BRAND BAKING SODA, 1 cup corn meal, 1 cup of wheat flour. Bake in moderate oven.

Corn Meal Muffins

6 tablespoons corn meal, 6 tablespoons wheat flour, 2 tablespoons sugar, 4 tablespoons melted butter, 1 teaspoon salt, 1 teaspoon CRYSTAL BRAND BAKING SODA, 1 cup or more of sour milk. Butter muffin pans. Bake in warm oven for 15 to 20 minutes.

Detroit Soda Products Co.
Wyandotte, Mich.

Crystal
BRAND
REGISTERED

10 OZ NET

BAKING SODA

BICARBONATE OF SODA

DETROIT SODA PRODUCTS CO.
WYANDOTTE, MICH.

Certificate of Purity

This is to certify that CRYSTAL BRAND BAKING SODA has been regularly tested and approved, and conforms to the highest standards of purity, complying with all State and National Food and Drug Acts.

The Detroit Testing Laboratory

By _____
Food Inspection Dept.

For the Bath

Dissolve a cupful of CRYSTAL BRAND BAKING SODA in a tub of water. You will be delighted with its invigorating effect and with the smoothness it imparts to the skin.

For the Teeth

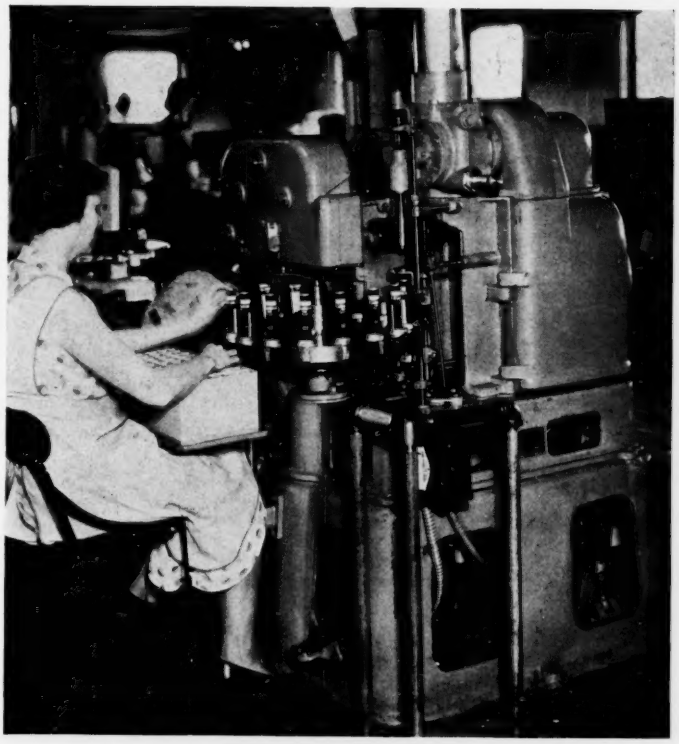
CRYSTAL BRAND BAKING SODA applied direct to the brush and used twice a day is remarkably effective in keeping the teeth clean and in counteracting acid conditions.

CRYSTAL BRAND BAKING SODA is the purest bicarbonate of soda. It conforms to the standards of the United States Pharmacopoeia. Write for free booklet describing many medicinal and household uses.

Detroit Soda Products Co.
Wyandotte, Mich.

Tight Wrap Label Used by Detroit Soda Products Company for Crystal Baking Soda Packages

These printed labels are automatically wrapped around filled and sealed chipboard cartons at the rate of 60 per minute. Furnished by courtesy of Woodward & Tiernan Printing Company and Stokes & Smith Company.



Here is one of the machines that fills and seals the Burma-Shave tubes. Below is a jar capping unit which etches the lot number on the paraffine liner of each cap

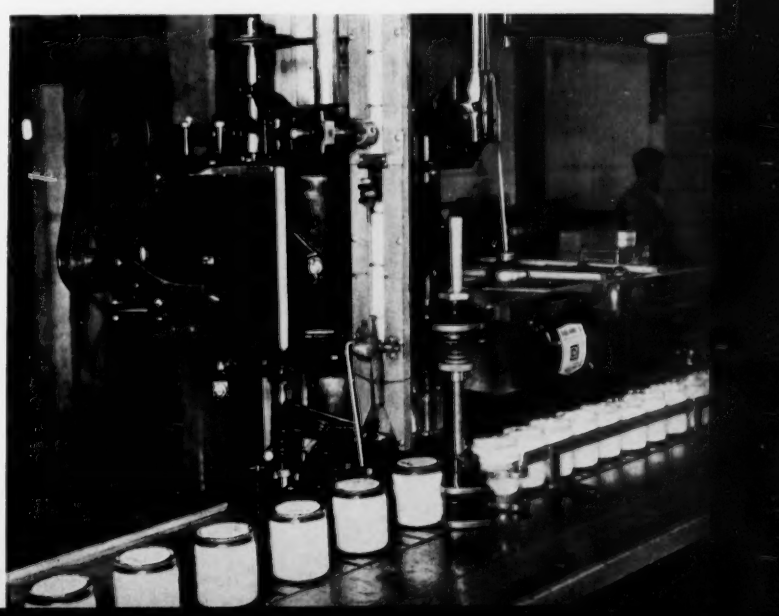
Larger Sized Packages Bring Greater Sales

INCREASING the size of its packages, adding to their attractiveness and maintaining the excellence of its product has been a consistent policy of the Burma-Vita Company of Minneapolis, Minn., manufacturer of Burma-Shave. "As far as production is concerned," states C. M. Odell, president of the company, "Burma-Shave has been very fortunate in that we have been little injured by the depression which I think is due to the fact that our company is young and vigorous and has been fortunate in selecting especially good advertising. We have been producing a steady quota of shaving cream for every working day of the present year. Each year has shown a substantial increase over the preceding one during the eight years that we have been in existence."

A recent change in the packages used by the Burma-Vita Company is shown in an accompanying illustration. The new cartons are printed in canary yellow and blue, these colors matching those of the tube. The figures on the yellow band are duplicated from authentic photographs taken in Burma and rearranged by the artist to give a true Burmese atmosphere. The new jar with its blue and white cap is provided with vertical ridges, formed on the glass surface, which facilitate handling. The name "Burma-Shave" is formed in the glass of the jar.

Two machines which have recently been installed in the plant are a high speed tube filling and closing unit and an automatic jar capper, both of which are shown in accompanying illustrations. The latter in addition to placing and tightening caps on the jars also incorporates a device which etches the lot number on the paraffine liner of each cap.

Burma-Shave has almost complete drug store distribution throughout the United States. There has been very little price cutting with the re- (*Continued on page 70*)



Do Package Stylists Forget Machinery?

By William K. Embleton

PACKAGE STYLING is the vogue! Artists and advertisers, with brush and pen, are evolving unique and exotic shapes and sizes in package form which impel sales managers to sing peans of triumph as they picture their new creations dominating dealers' shelves, and captivating the eye of milady shopper.

Publications in fields foreign and remote from packaging practice are devoting considerable space to exploiting this field of newly discovered romance and possible profit. Foods, cosmetics and other leaders in packaged products have been among the bright blue spots in the drab, gray cloud hanging over our enemic business for the past three years. Some of these lines have continued to pay dividends all during these trying times, which may account, in part, for the wide-spread attention now being directed to packaging art and practice.

There is no doubt that all this activity will eventually bring about a great improvement in package appearance and package handling. Designs will be modernized; cartons and other types of paper containers will include re-closure features to conserve the contents after the package has been opened.

Ingenious manipulation of paper will produce an inexpensive package which will combine the qualities of positive protection and maximum strength, enabling the packer to reduce his package cost to a minimum, without sacrificing any virtue making for the perfect package.

Glass and plastics will reflect the modern trend in art, architecture and science; our new schools will produce packages of beauty and practicability, but not without considerable lost motion because of the neglect of the designer, in many instances, to give first consideration to machine limitation in handling the new design.

The revolution of design is in full swing, but during this revolution the manufacturer of automatic machinery, for producing the package, is placed in an unenviable position—a period of hectic disconcertment.

The square or rectangular package does not lend itself to any great extent to radical change. Cubic content must be maintained, so if change in size is made it must be in dimensions that will retain the original cubic capacity.

This limitation in the redesign of the rectangular shape leads to a natural error in broadening the face of the package, and reducing the thickness to the point where the package base is so narrow that it becomes difficult, or impossible for them to remain upright on moving belts. The narrowed opening slows down filling operations and lessens the opportunity for tight sealing.

Many of the new and novel package shapes are evolved by men and women whose opinions on package styling and embellishment are authoritative, but who, in their enthusiasm for producing pleasing lines, may not give sufficient attention to the machine production which must follow. This, coupled with the natural urge to get quickly into production with newly accepted ideas, places the machine manufacturer in a decidedly hot spot. He is caught between several conflicting conditions.

FIG. 1

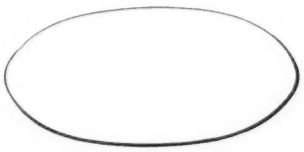


FIG. 2

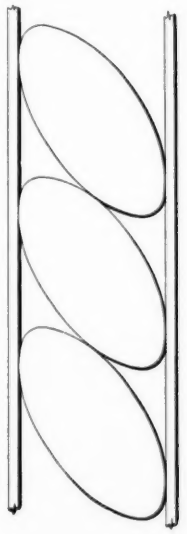


FIG. 3

In some instances, new machine design has been required, and the necessary expenditure of money included in the plan, but in the main, the investment in new machinery has not been taken into consideration, but rather the changing over of present equipment. Unless the details of these machine changes have been seriously considered, it is sometimes a shock to learn that even making minor changes, to say nothing of radical changes in machines, is an expensive, time-taking process. In many cases, this expense and loss of time could have been avoided had the package been designed with eventual rapid machine handling in mind, and the package shapes and sizes confined within the limitation of practical, economical machine production.

FIG. 4

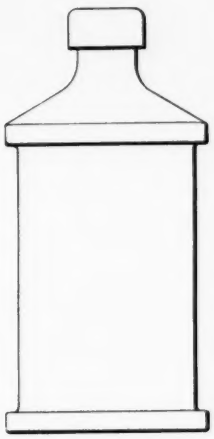


FIG. 5

FIG. 6

Even when definitely certain that package size and shape conform to every machine requirement, there are still the important details of correct weights and qualities of carton stocks; proper construction of cartons and shells; suitable lay-out of wrappers and labels, taking into account the amount of expansion in different qualities of paper stock to insure perfect registration.

Glass container design necessitates unusual consideration in order to avoid the inclusion of lines that invite machine handling troubles. Oftentimes, some little quirk in rim or projection has been included in the design which caused difficulties that even experienced machine manufacturers would not foresee, and which would develop only when the package was given an actual machine test.

Beauty, salability, advertising value, or economy of construction are all most important points, but the benefits to be derived from these factors are lessened, or lost when they over-shadow or submerge the most important factor of all—practical machine handling.

The following examples in glass container styles will indicate how serious machine difficulties will arise from apparently simple sources. Figure 1 illustrates an extreme shape making for difficulty in machine handling—top-heavy, hard to balance and almost impossible to withstand rapid movement. By flaring out the bottom rim so that the diameter of the bottom edge was equal to the diameter of the top, as indicated by the dotted lines, the difficulty in handling was overcome.

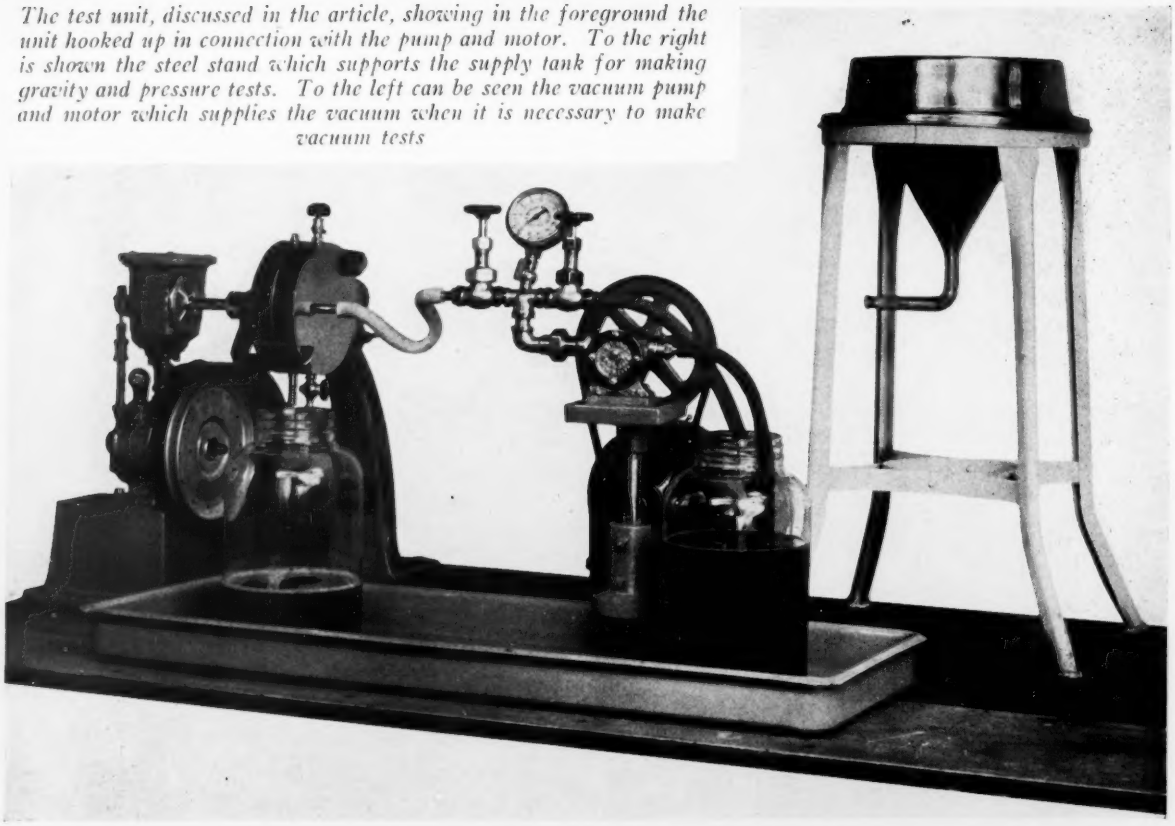
Figure 2. Oval shapes are popular with the packer, but are the bane of the machine producer's life, because when moving along a conveyor belt the containers are pressed against each other and try to squeeze by, as shown in Figure 3. It is difficult to provide guides, such as are used with other more or less standard shapes; therefore, special equipment is required to place the ovals in proper position under the filling or capping heads, slowing up, in most cases, both processes, and again adding to the expense of machine equipment.

At first glance Figure 4 would seem to be an ideal shape for fast and economical handling, yet this apparently ideal shape can cause the machine operator hours of agony in working out an adjustment to carry the shape along, without tipping.

Figure 5 also presents what should be an ideal shape and cause a minimum amount of trouble. Yet a difficulty presents itself in the narrow rim or bead at the top and bottom. When crowded together, the tendency is for one container to ride up and over the rim of the bottom and front, as indicated in Figure 6, and if the material is glass, considerable breakage may result.

These few illustrations, taken from actual experiences, will serve to impress on package stylists and others the importance of consulting and cooperating with the machine builders, who must shoulder the burden of producing the finished package. If he must add various gadgets to his machine to overcome the angles and corners of an artist's idea, he (*Continued on page* 70)

The test unit, discussed in the article, showing in the foreground the unit hooked up in connection with the pump and motor. To the right is shown the steel stand which supports the supply tank for making gravity and pressure tests. To the left can be seen the vacuum pump and motor which supplies the vacuum when it is necessary to make vacuum tests



Filtering for Liquid Packaging

By I. H. Risser
U. S. Bottlers Machinery Company

IT is the desire of every manufacturer who is packaging a liquid preparation to obtain at a minimum filtering cost that sparkling brilliance which characterizes a fine product. Proper filtering requires a careful diagnosis, a series of tests and experiments with various combinations of filtering cloth and various textures of special filtering paper, followed by careful and expert inspection of each filtered result. From these tests and experiments, a "filtering formula" is finally adopted which specifies exactly what class, weight, texture and number of filtering media shall be included in each filtering unit; also how long such a unit can successfully be used on that particular liquid before it must be discarded or re-assembled.

Since the introduction of commercial filters and presses, rapid strides have been made in the types of mediums and filter aids used in connection with equipment of this type. The trend today is toward a type of medium such as the sheet type, regardless of shape, which can be furnished at a reasonably low cost and stripped from the filter or press along with the precipitate, leaving the filter ready for immediate use. This trend is natural for this type of filter or press is easily cleaned and no time is lost in repacking.

The results of tests conducted on a laboratory scale would not give as accurate an idea of what can be accomplished when working under actual plant conditions as can be determined when the equipment for making these tests is so designed as to reproduce actual commercial conditions. In making such tests, therefore, it is essential that the testing equipment be directly proportional in size and capacity to the commercial filtering unit, so that kindred results can be obtained.

It is interesting to note that the equipment used in making these tests is of such a nature that it is possible to filter (1) by means of drawing a vacuum, (2) by means of applying air pressure, (3) by gravity, or (4) by pump pressure.

These four methods of passing the unfiltered product through the filtering medium revolve themselves into one and the same principle. Drawing a vacuum on a container is merely another way of applying pressure to the unfiltered product so that it will pass through the filtering medium. For example, if a vacuum of 20 in. is drawn upon the container holding the filtered product, the equilibrium established due to the weight of air press-

ing on all sides and surfaces of a product is disturbed. The pressure on the filtered side of the product is reduced. The pressure on the unfiltered side remains the same and the net result is the forcing of the product through the filtering medium, due to the pressure exerted by the weight of the air, which in this case would be approximately nine to ten pounds pressure.

In place of using a vacuum, the container holding the unfiltered product can be sealed and air pressure exerted on the surface of the product so as to disturb the equal pressure on both sides of the filtering medium and cause the product to flow through the media.

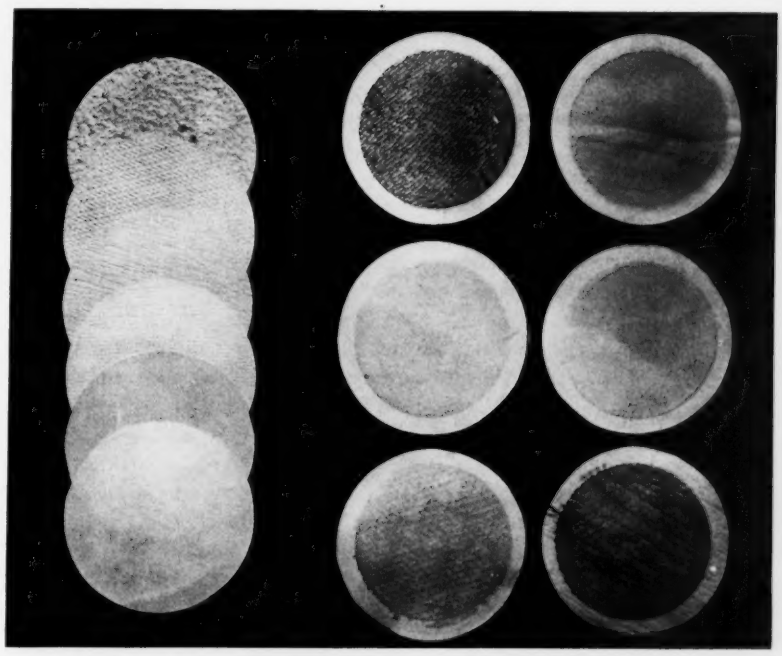
When filtering by gravity, pressure is obtained in much the same way, however, the equilibrium is disturbed in this case by the elevating of the unfiltered product. The pressure can be regulated by increasing this height to suit conditions and capacity desired.

Using a pump to force the product through the filtering medium does not require cumbersome equipment, or the extra floor height necessary to maintain pressure. When using the pump, the pressure can be controlled by a relief or by-pass valve.

There are over 300 grades and types of filter papers, asbestos discs, filtermas sheets and many other kinds of products, but many of these can be eliminated. About twenty varieties and grades of paper which with or without the use of a filter aid will give praise-worthy results in the filtration of most every type liquid. Of these twenty papers, seven or eight are exceptionally interesting, and when used in connection with a carefully designed filter, will successfully produce the desired results at a minimum filtering cost.

It is essential when selecting a filtering medium to select one which will accom- (*Continued on page* 60)

Illustrating the method of comparing results obtained from different filtering medium so as to arrive at the most satisfactory medium suited for a particular problem. Note the extreme difference in the sample marked "unfiltered product" and the two test samples as illustrated



Six different types of sheet mediums. The coarsest is an asbestos pad; the next is a pulp mass disc; open crepe (high speed filter paper); open crepe (slow speed paper); plain, chemically pure paper, and an exceedingly fine grade of polishing paper. The six sheets with dark centers are six different grades of paper used in the test filter and show the deposit accumulated and removed from the same product

Package Identification and Protection

By Waldon Fawcett

ONE may gasp, momentarily, at the audacity of the suggestion, and yet there is evidence aplenty to support the contention that packaging machinery is more responsible than any other one factor for the latter-day changes in the fashions of packaging. Specialization in design, or redesign, the advent of new species of wraps and new forms of containers, and the notable advance in the evolution and adaptation of closures, have all played their parts, and have grabbed off much of the credit for the packaging revolution. But, fairly and frankly, it is to the recent miracles in the mechanics of packaging that we mainly owe the latest trends—the most radical innovations in packaging practice.

Machinery Overcomes Packaging Traditions

Perhaps the most important service which modern packaging machinery has rendered to the cause of better packaging is to be found in the shake-up which has been administered to the deep-rutted traditions of packaging. In the beginning of the packaging revolution, there was progress of a kind—and well worth while it was. The possibilities of color in packaging were developed. The "all-face," trade-mark repetition technique was evolved. And so on. But the structural features of packages, and package "architecture," if you choose to call it that, remained pretty much static until the machines that almost think came along to defy routine and convention.

The first thing that the machine did for packaging was to fortify the craft on the sanitation side. Not only was hermetic sealing adapted to new tasks but, thanks to tight wraps of protective papers, even the feather-weight package was proofed against every injurious invader. Meanwhile, the perfection of semi-automatic fillers and automatic weighers was achieving an absolute and dependable uniformity in packaging which proved an important element in winning universal consumer-acceptance for packages. But, allowing all due credit for these earlier steps, it may be proclaimed in all confidence that the crowning achievement of packaging machinery is to be found in the recent opening of doors to new styles of packaging and fresh capitalizations of the merchandising possibilities of the package.

Package Versatility Due to Machinery

In essence, what machinery has done, this past few years, has been to make the modern package more adaptable, more "elastic," if you use this last word in the sense of extension of function rather than enlargement of physical dimension. We may put it differently by saying that the uncanny packaging machines have released the package from the drab life of a routine commodity carrier or receptacle for goods and have conferred upon the package unit a mobility that not merely caters to the public's insatiable love for novelty but actually widens the useful range of the package in the most practical sense.

I suppose that this mechanical emancipation of the package may be said to have started with the development of coupon-inserting machines—devices which revealed that there are advertising potentialities on the inside of the package as well as on the outside of the container. Then came the attachments for "sample" insertion in major units of kindred products, followed by all the ramifications of that technique which renders an outwardly commonplace carton transformable into an attention-arresting display container. Finally, and, most notably, I think, the genius of packaging machinery has topped its progressive record by making practicable and feasible for constructive merchandising the "combination" package.

"Combination" Wrapping Brings the New Generation

The phase "combination package" is variously applied, causing some confusion in trade circles. As here used the term applies to any enveloping wrapper or consolidating container which gathers and holds within a single package shelter, for retail sale, two or more related or unrelated items of common or divergent manufacture. In short, the two-in-one or three-in-one multiple package is a tying device and the purpose is not so much the utilitarian one of "bundling" several articles for convenience of carriage, as the sentimental and strategic one of persuading customers to make a collective purchase by showing the goods in association, and perhaps offering the grouped items at a concession in price.

No time need be here devoted to the sale effectiveness of packages in alliance. The records of the past year or two in the food field, the cosmetic field, etc., testify eloquently to the pyramided pulling power of the merger-package. It remains, however, to recognize and emphasize the responsibility of the machinery people for this popular new generation of package variants. Though it was, presumably, not foreseen, it was the painstaking development, over a period of years, of the *adjustable* features of wrapping and packaging machinery that placed the machine suppliers in position to rise so successfully to the needs of combination packaging when the vogue set in for package tie-ups as a means of increasing the unit of sale. Nor is the end yet in sight. It is predicted that the combination pack-

age idea will be carried farther. Certainly the present examples of toiletry "kits" and "full dinner" packages seem to suggest almost limitless possibilities.

Machinery Industry Reverses Itself

Not the least amazing circumstance in the current trend to combination packaging is the manner in which the machinery and equipment industry has gracefully revised its own ideas on this subject. Speaking of this flip-flop in policy, one of the leading research managers in the package machinery field said: "It is interesting to look back over the development of our machines during the past few years. I can recall clearly that when I first started in this business, about eight years ago, we did our best to discourage anyone from trying to wrap more than one size on a machine. There were a few of our machines that could be made adjustable but they had not been designed for the purpose and mechanical changes necessary were not particularly easy to make. In those days we discouraged all we could demands for adjustability, saying that single purpose machines were more efficient, less likely to get out of order, and would do a better job of wrapping. These statements are still true but not to the extent that they were.

"I can think of four machines designed within the last three years into which we have put our best engineering brains to make them as easily and quickly adjustable as possible. We now stress the adjustability feature and due to the great mechanical improvements in folding and wrapping operations we have no hesitation in recommending the machines as being highly efficient and dependable. With this adjustability we are also obtaining higher speed and greater flexibility in styles of wrapping. This latter feature is a very important one also as it enables the combination packer to use a variety of wrapping materials."

Colgate-Palmolive Supplies a Pattern

Because of the prominance that has been attained by the Colgate "Shave Kit" or "Perfect Shave Combination," no less than by reason of the snugness of the set-up, there may be justification for examining, as models of their kind, the several cover-alls whereby the Colgate-Palmolive concern huddles its combinations of dental cream, tooth brushes, shaving cream, talcum powder, etc. The manufacturers have borne witness to the fact that these combination leaders were easily and at short notice added to their regular line without in any way interfering with the packaging of single units. This suggests an extra, added advantage for combination-packaging-via-machine, namely the possibility of producing, at no extra expense, runs of seasonal, "gift," or occasional combination-specials as a means of stimulating trade when inspiration prompts a multiple-flyer of this kind.

By way of touching on the how of a representative maneuver in combination packaging, it may be mentioned that the heart of the machine which turns out the Colgate-Palmolive combinations is found in a flexibility which not only accommodates a wide range of sizes but permits the use of protective papers. Indeed, where needed, the "electric eye is added as a supplementary feature to register accurately on the package the design on a printed transparent wrapper. On top of the other kinks whereby this type of machine caters to combination packaging, there is an entirely new method of applying the glue or solvent to the wrapper. The combination package needs, among other qualities, neatness and smartness of appearance, and so the daubers that apply the sealing liquid to the wrapper are shaped to fit the folds of the combination package, thereby dodging the risks of smearing the folds. No matter how many items participate in the combination muster or "machine bundling," automatic feeding is arranged, and speeds up to seventy-five to eighty-five packages per minute are possible, with a single operator assigned to each machine.

Quick Changes of Package Sizes

Far-sighted machinery men tell me that they are counting upon the success of combination packaging or bundling to influence the future of packaging in more ways than one. Now that its efficacy has been demonstrated they expect that many leading packers will employ the combinations, off and on—say to get distribution for new members of the "family"—if not as staple, standard items. But, for these part-time users and also for some packers who never go combination they believe that the facilities which have been developed for combination packaging will prove a boon in affording the means of quick and easy change of package sizes.

The theory runs that no packer can tell when it may be to his sales interest to introduce a new size. The history of the 10-cent package testifies to that. But, more to the point, is the evidence of the past decade and a half that packers in many lines really need a certain nimbleness in package realignment to enable them to follow the ups and downs of material prices, manufacturing costs, etc. Indeed, shrewd members of the trade jolly well know that they might have been spared all the agitation in Congress for legislation against "slack packages," if they had been fortified, from prewar times, with machines, such as the modern adjustables which would have enabled them, in the days of wide price fluctuations, to either tune unit package sizes to price changes, or else distract public attention from quantity readjustments by melting several sub-packages into a major bundle or combination.

Premium Packaging—A Byplay in Bundling

The accomplishments in foregathering several individually-complete packages (perhaps, separately heat-sealed) within a collective bundle isn't by any means the whole story of the combination campaign. An equally long feather has *(Continued on page 86)*

Selling Six Instead of One

MANY manufacturers, especially in the food industry, seek in various ways to arouse interest of children through premiums, gifts, contests and the like, and thus secure the introduction of their goods into the home under more favorable conditions than would be otherwise possible. The theory—and it is a correct one—is that if children induce their parents to buy a product, they must justify their action by consuming the product, and that the natural result is the adoption of that product as a regular element in the family diet.

The Loose-Wiles Biscuit Company has for some time made various appeals to the children; among other things they have packed children's cookies in boxes illustrated with cartoons of characters which children have become acquainted with in the Sunday "funnies" and the comic strips in the daily papers. Last fall the question of increasing this class of business arose, and it was decided to develop a new series of childrens' boxes which should in some manner present a merchandising tie-up which would dispose of more goods than would a set of boxes whose appeal depended solely upon their superficial attractiveness.

The plan which was finally adopted was embodied in a series of boxes and a Fairy Tale booklet, designed and executed by the International Art & Advertising Service. Each box was illustrated exclusively by figures and objects relating to one fairy tale, and these illustrations, large and small, covered practically the entire surface of the box, including the turned-in flaps. The following fairy tales were chosen for the series of boxes: Little Red Riding Hood, Puss in Boots, Jack and the Beanstalk, The Three Bears, The Sleeping Beauty and Cinderella.

The Fairy Tale booklet, which is a vitally important factor in the plan, tells, in abridged form, each of these six fairy tales, and contains a double page illustration, in color, for each. This double page illustration is incomplete, and needs the illustrations from the box to complete it. For example, in the Cinderella double page there are 17 blank spaces, of the exact size and shape of the 17 pictures to be found on the Cinderella package.

In addition to the fairy tales and the illustrations, the booklet also contains full instructions as to how to use it, and a few pages devoted to Loose-Wiles advertising material. Each box bears a coupon, which the child is told to cut out, and send, with 5 cents, for a copy of the booklet.

Six packages to a set, each of these cartons carry cut-out figures which can be pasted in spaces provided in a booklet of fairy tales. Shown in the illustration are five of the cartons, assembled, one in knock-down form and the booklet

The plan, in operation, works out in this manner: The child who secures one of the boxes will, in all probability, be fascinated by the fairy tale pictures on it, and finds, on looking the box over, that there are five more boxes in the series, and that the book may be secured from Loose-Wiles for five cents.

It may be depended on that most children who have obtained one box will pursue the other five with a determination not to be denied, and even if the sale of the first box is made to an unimaginative parent the grocer has then and there an apportunity to sell six boxes instead of one.

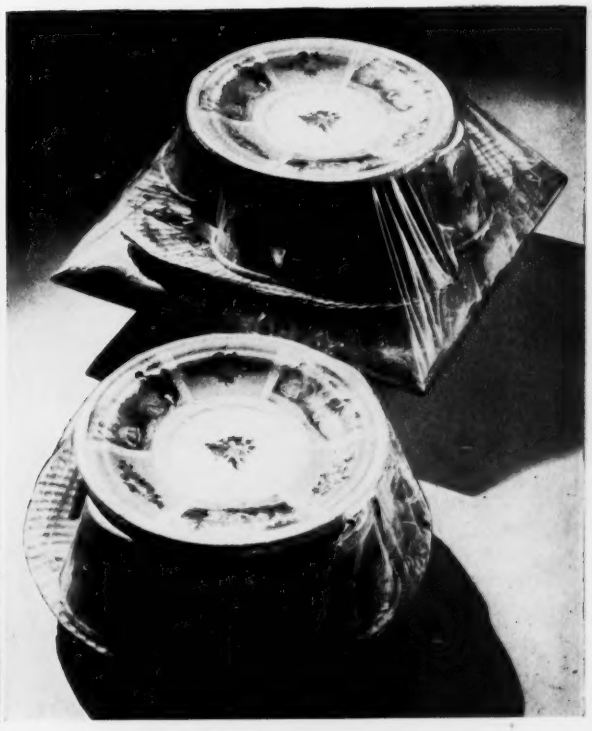
The sale of six items of merchandise instead of one is the basic idea of the plan. It needs no special acquaintance with child psychology to arrive at the conclusion that a large proportion of all children into whose hands one of these boxes falls will keenly desire the others, and that the idea *(Continued on page 70)*

To Be Seen In New Packages

Vapon, Inc., of Montclair, N. J., presents new display for the showing of Vapon Facial Cream Soap. Individual jars are sealed with an interior thread, enamelled metal cap. Labels are of Artcote silver paper, display of Artcote silver carton stock.

Chlorine in powdered form is now available for household tasks. Bleich-Natron, made by Roy C. Sutton Manufacturing Company, St. Louis, and originally sold for commercial cleansing, now known as "Surj." Four colors chosen for decoration of new package with a definite purpose: yellow, as color of chlorine gas; red and blue for attention value, and white for the wave above the sea-blue base. Afenger Advertising Agency developed the package.

For picnics, Beach & Arthur, Inc., Indianapolis, Ind., has contrived colorful and convenient packages. Paper cups and dishes, and even table cloths and napkins, are all firmly wrapped in transparent cellulose and make an attractive appearance.



Baldwin Laboratories of Saegertown, Pa., has recently placed two new products, each in a new package, on the market. The illustrations above and at right show the new bottle and carton in which Dwin Ink Remover makes its appearance and the tin container with an accompanying display which is used for Dwin Fly Killer. The tin containers are manufactured by the Continental Can Company.

Pacquin Laboratories Corporation uses this package for its new manicure preparations. Bottles by Carr-Lowery Glass Company; molded caps by Anchor Cap & Closure Corporation; cartons by Brown & Bailey Company; labels by the Wander Press.

Glorifying a simple product, yet one which represents real utility in the home, the specialty division of the Kalamazoo Vegetable Parchment Company makes use of a convenient package for pie tape. It consists of a folding carton printed in dark blue and light green with white lettering. Supplied by courtesy of Crescent Engraving Company who furnished the plates.

Sno-Sheen Cake Flour, manufactured by the Pillsbury Flour Mills Company, is now being marketed in a new "handy-sifter" package. A metal sifter is built into the side of each package, enabling the housewife to sift cake flour direct from the package into the measuring cup. The sifter is exposed by tearing away a bit of the label, is then pulled down to sifting position, the crank inserted and the flour sifted out in any required amount. When not in use, the sifter is pushed back in, thus closing the package tight and providing protection against dust and moisture.

The Pillsbury "handy-sifter" package has eliminated a troublesome part of cake making by permitting the dispensing of flour directly from the package into the measuring cup. In addition, it has eliminated the necessity of cutting open a heavy package. Finally, it is more sanitary as the flour is well protected when the sifter is pushed shut.

The reception accorded the new package by the trade and by housewives has been most generous. Sales have mounted rapidly as the new package has been introduced into new territories.

New container, cut-out window of Kodapak, enameled double-seamed cover and pour-out spout. Developed and produced by Cin-Made Corporation.

New packages for meat products by Foell Packing Company, Chicago. Capstan glass jars; vacuum and screw caps by Anchor Cap & Closure, and labels by Walker Wynekoop Co.

Carbona Products Company announces new product in a new package. Each size contains tube of Shoe Whitener, sample tube of Shoe Polish and a nickeloid felt applicator.

Sales with new C-Thru display and bottles adopted by Standard Laboratories exceeded those of entire year previous within a month. Designed by Reginald Mars; bottles made by Swindell Brothers; closures by Armstrong.

Karl Seiler & Sons of Philadelphia uses this "log cabin" carton for its "Oven Browned Virginia Style Ham." Each baked ham, decorated with cloves and fruits, is wrapped in amber-colored transparent cellulose. The package opens at the top, and has been effective in building sales for its product.

The circular transparent cellulose window included in the redressed Laco Castile Soap package clearly shows the buyer the pure white color of the product. The curved sides, as is evident by the rounded edges of the wrapper, enable the soap to conform easily to the palm of the hand.

H. H. LEONARD
Consolidated Packaging Mchy. Corp.

J. L. FERGUSON
J. L. Ferguson Company

WILLIAM K. EMBLETON
Pneumatic Scale Corp., Ltd.

Progress in Packaging Machinery

TO obtain opinions with respect to present trends in equipment used in packaging operations, MODERN PACKAGING asked for an expression from package machinery manufacturers for publication in this issue. To this request a generous response was made, and while it has been necessary to condense considerably, it is believed that the resumé as it appears will be of interest to readers.

Progress in packaging machinery, while perhaps lacking in dramatic appeal that which has characterized the improvement in package appearance—from a design standpoint—has been none the less constructive. In fact, without the present available equipment, many of the advances in the art of package design would have been impossible unless they were obtained at prohibitive cost.

Ordinarily, new developments, whether governmental, social or industrial, are achieved along the lines of least resistance. "In the packaging industry," writes William K. Embleton of Pneumatic Scale Corporation, Ltd., "commodities were packaged by hand long before the development of the machinery to produce them mechanically; bottles and containers were in use before the development of machines for filling and capping. Machines were changed or improved to accommodate new package and bottle trends and styles as they were evolved by the packer.

"The influence of the 'new deal' on the packaging machinery industry will be to reverse the previous order of machine development—that is, instead of the machine being built to meet trends already apparent, the future will see machine developments anticipating and creating new ideas and trends in package form, size and practicability.

"During 1928 and 1929, the production of packaged products reached the highest peak in history. To meet this condition, pressure was put on the machine manufacturer to produce high speed equipment. The tendency was towards single-purpose outfits speeded to the limit—accuracy, flexibility and oftentimes safety being sacrificed to the all-consuming demand for speed.

"With the depression came a lowering of high peak production. The 'new deal' injected new thoughts and ideas in package design, and a quest on the part of product manufacturers to see if something new and unique in size or shape could be launched which would give them an advantage over competition. With the resultant multiplicity of sizes and forms, high speed productions are not so necessary or so desirable as simpler forms of machines with greater flexibility.

"Another influence on machine development were the numerous mergers—many of them in the food products field where automatic packaging machinery played an important role. These mergers brought about a concentration of large outputs of single sizes in one plant, which factor added to the pressure brought to bear on machine manufacturers for high speed in single-purpose machines.

"Today, under the 'new deal,' the trend is away from the merger. Packing is becoming more decentralized, which means that future automatic machinery will follow this decentralizing trend by developing flexible machines that will handle at least a portion of a large number of styles at practical speeds. While it is obvious that there always will be a necessity for single-purpose, high speed machinery, the trend toward novelty and quick turn-over will unquestionably cause the machine manufacturer to expand along the lines of simpler, less expensive and more flexible machines.

"That this tendency is a true one is indicated by a

ALBERT J. STERLING
Sales Representative

recent questionnaire sent to the packaging trade by one of the larger machine manufacturers. Ninety-five per cent of the replies received indicated that *future expansion* of the machine business *will be largely along the lines to meet* this *demand for flexibility, adaptability, compactness* and *ease of changing from size to size.*"

According to Roger L. Putnam, president of Package Machinery Company, says that up to and including 1929, the trends in packaging machinery were toward higher speed and greater efficiency in a single-purpose machine, and a marked improvement in the adjustable type—separate and parallel movements. "Since 1929, however," says Mr. Putnam, "we have gradually been approaching the parting of the ways. There are limitations to everything, and certainly a single-purpose machine can be more efficient and cheaper than a flexible one. With the tremendous pressure to lower costs, this should work in favor of the higher-speed machine, and yet, at the same time, business has become less steady, so that even the largest manufacturers think twice before putting in a machine that will produce only one thing. Even though a prospective user of an automatic packaging machine expects to use it continually on one package, he feels much safer if he realizes that it can be changed easily should his sales suddenly shift, and of course, this is even more true of the smaller producers.

"Another improved trend in the packaging machinery field, of recent origin but one which should bear fruit for the user of packaging machinery, is the attitude of the machinery makers toward one another. They realize that, through cooperation in linking their machines together and not in being secretive about new devices, the user is helped, which, of course, means a help to the makers themselves. The rivalry between them is just as keen as ever, which is essential for the growth of the industry, but it is a friendly rivalry. This change of attitude has enabled the comparing of notes on speeds, types of discharge, etc., so that it is now much easier to get manufacturers to cooperate where machines of more than one make are to be interconnected."

The present trend of packaging is, in the opinion of J. L. Ferguson of the J. L. Ferguson Company, the same as it has been for the past fifty years, in that packages are getting smaller and reaching a point in many items where the quantity in a package is determined by the consumer's portions rather than the producer's idea of quantity or tonnage. There is also the desire to make packages practical, as well as constructing them to deliver the product to consumer in the safest possible way. "The assistance that producers of packages can get from package machinery manufacturers," continues Mr. Ferguson, "is important to them, but when this offer of assistance is mixed up with sales effort the natural sales resistance that is offered is generally broad enough to include resistance for anything that is said or offered.

CARL E. SCHAEFFER
Stokes & Smith Company

"The closer to bulk that a product is sold, the less the profit. The further away from bulk—that is, the smaller the package—the greater the profit. Producers of packages cannot afford to take the consumer's side to the extent of having the consumer economize. Producers should consider the economy of their own production, because the more the consumer economizes, or the more he investigates the economical use and purchase of products, the fewer small packages he will buy."

The present trends of packaging equipment seem to be going in two directions, Carl E. Schaeffer of Stokes & Smith Company tells us. "One is toward the semi-automatic hand-fed type of equipment for a comparatively small production and made adjustable for various sizes of containers, or for those firms who are just starting production and who may be trying out a new product—a recent example of this being the packaging of prepared flours, particularly biscuit flour which is being tried out by a number of different companies. The other trend is toward the high production, fully automatic equipment, generally made for one size package or carton and used for an established product or market, the capacity of this fully automatic equipment being from about 60 to 120 or more per minute.

"It is important when adopting a new package or container to consider the question of filling, and other packaging operations, the size and shape of the container, the design of the label, all of which have a great influence on the cost of packaging. If the ma-

chine manufacturer is consulted on some of these points early in the game he can often give valuable assistance in the choice of proper container, design, etc.

"During recent years there have been extensive developments in packaging equipment, and many of the packers and users have not kept their equipment up to the times. They have been going along with the old style or worn out machines, which during the past year or two may have been adequate. But with increased production and a greater demand for their product, they will find themselves in a position where they will be forced to install modern equipment."

"The factor most influencing the trends of packaging equipment," states H. H. Leonard of Consolidated Packaging Machinery Corporation, "is the increasing competition between those producing similar products requiring such equipment in their manufacture. This competition has made necessary the reduction in the cost of manufacturing the product and also required efforts to improve the product both as to quality and diversification of sizes. Changed design of the package and possibilities of use of new packaging materials have offered possibilities for accomplishing this.

"An increasing tendency on the part of the product manufacurer to discuss his production problems with the equipment manufacturer is bringing about a better appreciation by the latter of this situation. The engineering departments of the equipment builders are thus compelled to take on a broader responsibiliy and this in turn is resulting in the design of machinery which will incorporate many changes to meet these new conditions. Increased speed of packaging together with more efficient machinery is helping to lower costs. Simplified machines require less attention and an increase in range and adaptability is lessening the investment required in such equipment."

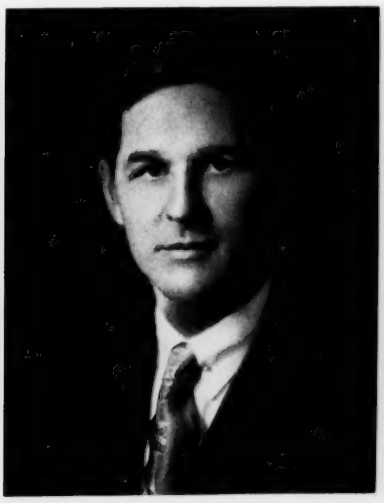
"Some years ago," A. J. Sterling, who represents Karl Kiefer Machine Company, Consolidated Packaging Machinery Corporation and Burt Machine Company, tells us, "I became greatly excited about the rapidity of filling bottles at the rate of 40 per minute, and expressed my opinions in print. I am sorry I did it! Today, when asked about the trend of packaging machinery, I wish I were a Jules Verne, and probably I would be able to write more intelligently than I did of that 40 per minute episode. I am now far more enthusiastic concerning what is to become of packaging machinery than in the days when we were more or less groping around in the dark. Even at this time, we have but scratched the surface of what is to come.

"I remember a customer telling me that he had contracted for a machine that would take the bottles out of the wooden cases, wash, fill, cork, label and wrap them, and then put them back into the cases and seal the case. How we laughed at him! The war broke out and he never got the machine. I believe the inventor was killed flying an airplane. But the other day I saw that dream come true! I actually saw jars automatically taken out of cases and at the end of the line put back into the case at 180 per minute.

"Another incident occurs to me. It was that of a packer of a dry product, whose capacity of 25 bags per minute, all filled and closed, was marvelous. Now we can do that same thing at 120 per minute, including the cartoning. Not long ago I saw labels being applied to cans at the rate of 700 per minute in five or six different lines of operation, and the cans going through those machines looked like one sheet of tin. You couldn't discern the individual can.

"About twelve years ago there was no automatic hopper fed capper for containers, such as bottles, cans, etc.; about twenty years ago there were no vacuum fillers; less than that time we had no tight-wrap machines; Cellophane was practically unknown; cartoners operating at 150 packages per minute were not thought of; and so the packaging ma- (*Continued on page* 61)

H. K. BECKER
Peters Machinery Company



G. PRESCOTT FULLER
Dexter Folder Company

C. A. CLAUS
New Jersey Machine Corporation

Demonstrator Display Urges Package Purchase

By Ernest G. Swanson

SINCE Le Page's adopted its national color scheme about two years ago—using red, black and yellow on the restyling of Le Page's Glue—this same combination has been applied to other packages and new items.

The newest item of this New England concern is Le Page's Liquid Solder. As the character of this product might bear some relation to adhesives, because it will stick most everything, dealers and salesmen requested a product similar to some already on the market. With the well-known and much advertised name, Le Page's, dealers figured that a nationally known concern might get wider distribution and quicker consumer acceptance. Fortunately the dealers called the turn right as this new product was launched in January, 1933, and is establishing greater sales records each succeeding month.

As a comparatively new item, it would require real dealer cooperation, which meant display. Therefore, a card was suggested with twelve tubes attached to the card. To get attention a demonstrator was devised to go on each display. This demonstrator is a piece of tin with two iron washers and a bright penny attached to the tin, using the silvery compound for this purpose. This card was printed in the Le Page's colors—red, black and yellow—and makes a striking display, yet ties up with the rest of the line.

A little selling suggestion is printed underneath each tube such as "Sold to repair a water pipe," "Try to pick up the penny," "Use it on any metal," etc. As each tube is removed from the display these little urges to buy keep it from looking bare, as is the case with some displays.

The penny idea seems to have made a hit, as so many people try to pick it off the tin. At any rate, it is a penny for the dealer's thoughtfulness in stocking the item.

Each tube is attached to the card with a strip of tin about three-quarters of an inch wide, and most dealers would follow the lines of least resistance and put it on the counter rather than remove them.

(Continued on page 63)

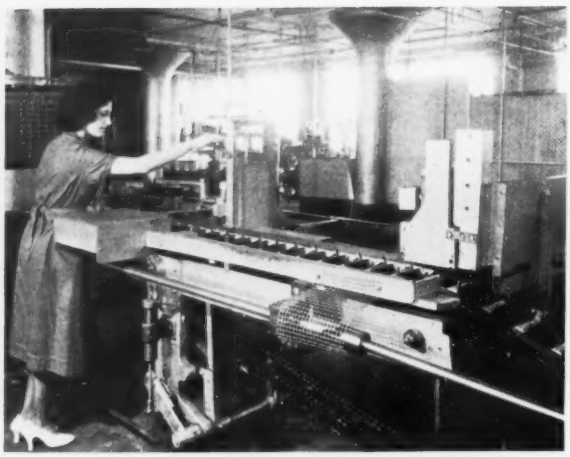
Modern Methods for Pharmaceutical Package Production

IN the November, 1927, issue of MODERN PACKAGING was published an article, "Packaging Two Different Products," which described the methods and equipment used by the Bristol-Myers Company at Hillside, N. J., in the packaging of Sal Hepatica and Ipana Tooth Paste. These two products, then as now, accounted for the largest output of the plant although a number of other products were packaged. Since that time a number of other products, notably Ingram's Shaving Cream, Vitalis, Mum and Milkweed cream have been added. And, be it said too, that packaging methods and equipment, which at the time of that writing were thoroughly up to date, have been modernized in keeping with the progressive spirit of that company.

The visitor at the plant passes from one line of equipment to another, each complete with its full complement of units for performing every required operation, and finds a never-ending source of interest as well as obtaining an appreciation of what has been accomplished through the adoption of modern packaging machinery. He is impressed with the fact that not alone has progressive equipment been installed here, but that it is being used efficiently and effectively. In this connection it should be mentioned, too, that various devices for "policing"—preventing unfilled packages and the like—have been installed, these having been designed and put into practice by the company.

Of recent installation and featuring the application of an "electric eye" are the two lines of equipment used for the packaging of Ipana Tooth Paste in two sizes. In each of these a photo-electric cell is employed, integral with the machine, to obtain a proper register of the display panel when the tube is filled and closed. Formerly the empty tubes were positioned by hand in order to accomplish this alignment, but now the attendant simply places the tubes in the block which travels to the filler unit and the adjustment for register is made, automatically, by means of an electro-magnet actuated by the "electric eye" that picks up a black rectangular strip printed on the end of each tube.

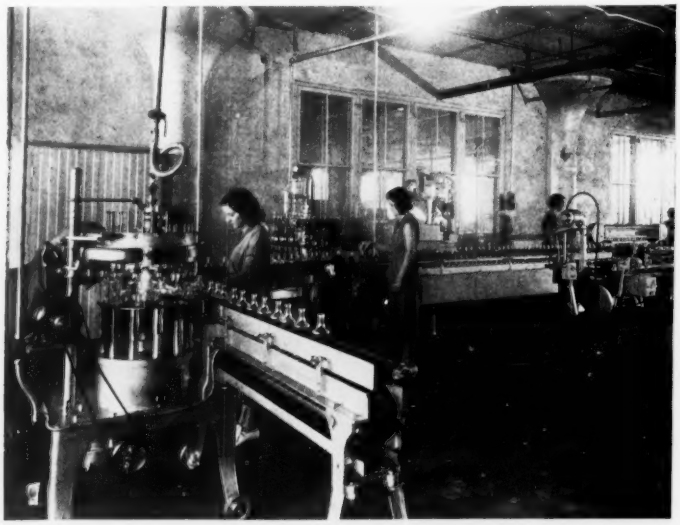
The adjusted tubes are filled, four at a time, and then travel to the closing device where three folds are made on the open end of each tube, followed by a crimping and dating of the closure. The filled and sealed tubes are then dropped to a carrier chain which extends from the transfer point to the cartoning machine. The latter is of the constant motion type. Each tube, as it travels through the unit, is supplied with a package in-



Constant motion cartoning unit on tooth paste line at plant of Bristol-Myers

are hand cartoned. All of the described operations are performed at the rate of 45 per minute.

The procedure in the packaging of Milkweed Cream and Ingram's Shaving Cream in jars is similar. The jars, as brought up from the stock-room below by belt, are blown out with air and then travel by belt to a four-stem filler where each receives its portion of cream. The jars are filled to overflowing, the excess being skimmed off by an operator, so that full uniform measure is assured. Caps are supplied from a perforated moving disc through which currents of air are passed so that no dust remains on each cap. These are placed on the jars by hand and afterwards tightened automatically. Molded, screw thread caps are used on the Milkweed jars, metal screw thread caps on the shaving cream jars. The filled and sealed jars then travel through a straight-away labeler and thence to a constant motion cartoner. The large size of Milkweed Cream, however, is, at this point, hand



Air blowing unit; rotary vacuum filler, capping and labeling machines for Vitalis bottles

sert, which is folded over the end of the tube. The tubes are then pushed, two at a time, into the cartons; both ends are tucked or folded in and the completed package delivered, at the rate of 120 per minute, to a moving belt that travels to the bundling machine. Here six cartons, together with a coupon, are automatically wrapped in a printed kraft sheet and end seals are placed on the package, a rate of 46 bundles per minute being maintained as an average.

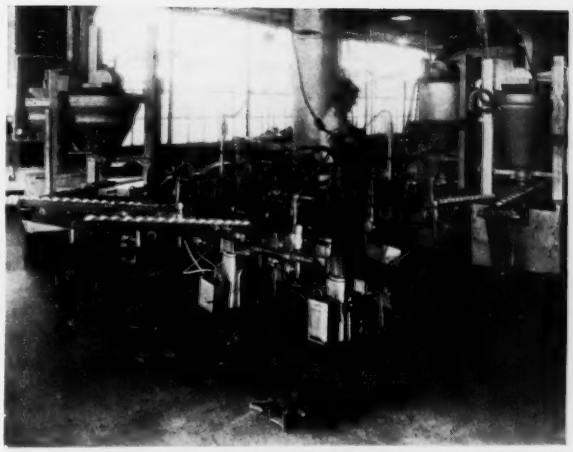
In the packaging of Vitalis, the bottles, as they are received from stock, pass through a rotating air blower where any particles of dust or dirt are removed. Thence to a 16-head rotary vacuum filler. After being filled the bottles are capped with special tops that are crimped on, and they travel by belt through a straight-away labeler. After the completion of the latter operation the bottles

Filling, capping, labeling, cartoning and bundling units on face cream line

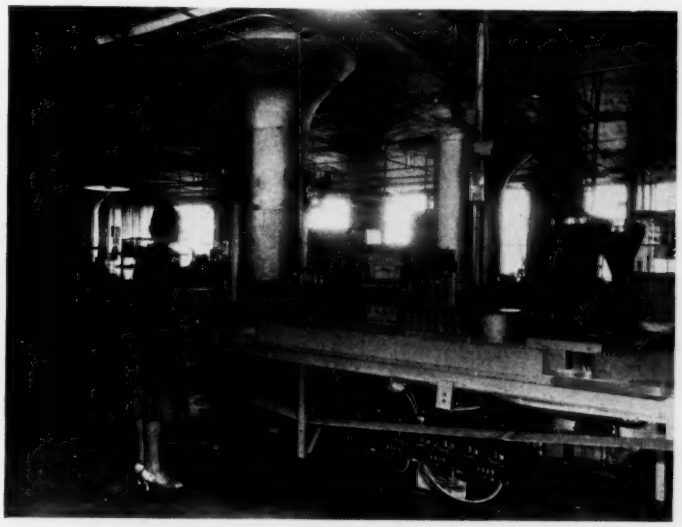
cartoned. All three sizes of the face cream—large, medium and small—are then automatically wrapped in transparent cellulose.

Large and medium size Mum jars as removed from shipping cases are first automatically band labeled and then filled by water-jacketed auger-fill machines. A printed disc is placed on the top of each filled jar, and the metal screw caps are then applied and tightened automatically. The jars proceed by belt to the cartoner, thence to the transparent cellulose wrapper and finally to the bundling machine, which completes the assembly.

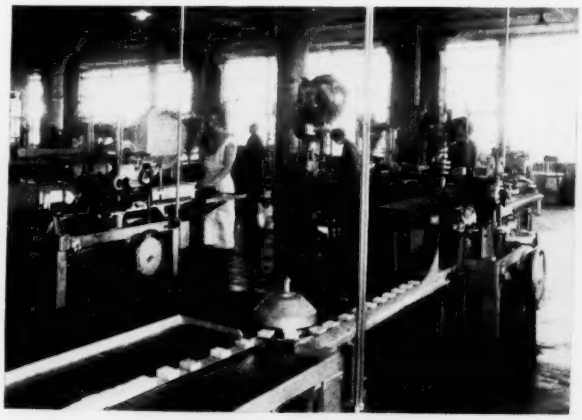
For the small (10-cent) size Mums, the jars are fed by a chain belt to the filler, and from that point the operations are practically the same as those just described, although performed on a separate line of equipment. After the filled cartons have been wrapped in transparent cellulose they are hand-packed—three dozen to a carton.



Cream filling units and band labelers at plant of Bristol-Myers Company

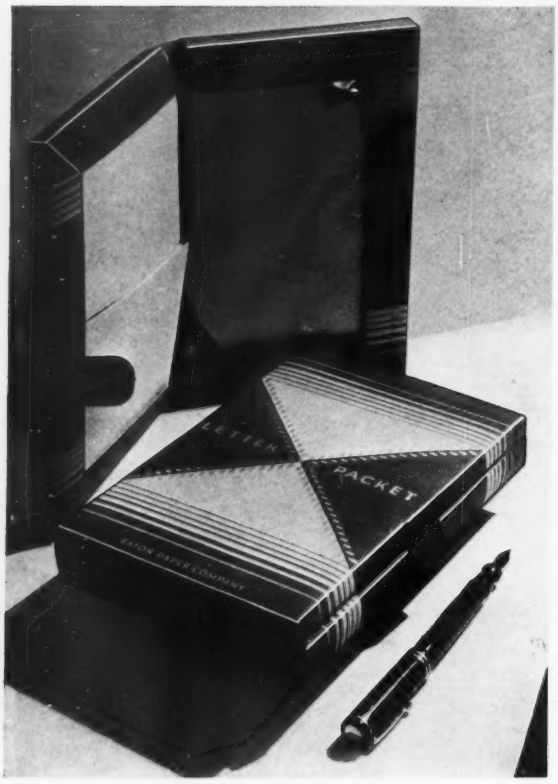


The "electric eye" registers design at proper position on tooth paste tubes for filling operation



One of the lines for filling, capping, cartoning and wrapping deodorant cream

Straight line production, high speed with precision and economy of floor space are unmistakably evident throughout all of the packaging operations in the Bristol-Myers plant. Furthermore, there is a most progressive attitude on the part of the management towards the adoption of new ideas, new ways of doing things, which will add to the effectiveness in the design and construction of its packages. In many of the methods now in use here, the developments, which have since been adopted elsewhere as standard, the company has pioneered. The packages, which include the use of a wide range of materials, have been developed with a definite understanding of the utility to be expected of each material and its assembly, a consideration of design and convenience and the adaptability of the package assemblies to efficient automatic production.



Eaton Paper Company of Pittsfield, Mass., are using this folding letter packet in blue and white for a popular number of writing paper, retailing at a low price. Made by Warner Brothers Company and is known as a Warnerpak box

Filtering for Liquid Packaging

(*Continued from page* 45) plish the desired results and give the maximum capacity of filtered product obtainable per square inch of filter surface. It is possible to reduce the initial cost of the filtering equipment as well as the repeat cost of the filtering medium by using care in making this selection.

If a costly medium is used, even greater care should be used as in the case of the asbestos disc, filtermas disc and expensive parchment paper discs. A good example of why this care should be exercised can be readily seen by the results obtained from the following test runs. The same product was used in both cases, but on the first test, a double polish paper and a good grade of medium, half hard paper was used for the media. The actual filtering area used was 20 sq. in. The rate of flow per square inch of exposed surface with the relief valve set for a maximum pressure of 25 lbs. per sq. in. was approximately 2.4 oz. per sq. in. of filtering surface per minute. The approximate cost of the polish paper used was .0445 cent per sq. in.; and the approximate cost of the filtering paper was .019 cent per sq. in., giving a total cost of approximately .0635 cent per sq. in. of filtering surface. Using an asbestos disc, the most expensive sheet type medium, but of exceptional filtering quality under the same conditions on the same product, we find the rate of flow was approximately .41 oz. per sq. in. The approximate cost of the asbestos disc was .2 cent per sq. in.

Upon examining carefully the two resulting filtrates, it was found they were both of equal clarity and brilliancy. The results of this test clearly show how essential it is to pick the proper medium to reduce filtering costs. The expensive filter disc used was of far too fine a texture to use on filtering this product. It not only was an expensive medium, but actually reduced the capacity of the press, due to the inability of the tighter packed filter medium to pass the product as rapidly as was desired. Had the product contained a precipitate which was much more finely divided, it would possibly have passed through the two papers originally used on the first test, in which case it would have been necessary to choose a medium having a much finer texture, such as the asbestos disc or a paper disc of harder and heavier texture. The results of these tests clearly show a filter or press must be able to handle not only the thin paper sheet, but the heavier sheets, the asbestos discs, etc., as well; or a combination of paper and a filter aid, or a combination of a cloth and a filter aid.

Many heavy types of lotions are best handled through a cloth or bolting silk, while others require a filter aid in connection with the cloth or cloth and paper.

Filter aids, of which there are many kinds, about a half dozen diatomaceous earths and relative materials (kieselghur, asbestos fiber, fuller's earth, pumice stone, etc.) are not only helpful in clarifying the liquids difficult to filter due to minute and finely divided particles in suspension, but help to prevent the slimier types of products from coating the filtering surface so completely that the filter will become clogged.

In making tests for various concerns it has been possible to clear stubborn slimy solutions and remove unusually obstinate types of suspended matter. In most cases, one or a combination of different papers have proven successful.

The advantages of having a variety of filtering media to select from are:

1. It permits the selection of a filtering medium best suited to a particular liquid, naturally resulting in a clearer product.

2. The cost is considerably reduced, as some products do not require as expensive a filter paper, disc or pad, as would be necessary were only the close grained and more expensive type medium used exclusively.

3. The cost of filtering is further reduced, due to the increased capacity and time saved by increasing the flow per square inch of filter surface.

Manufacturers who have taken cognizance of these factors in designing their presses and filters are in a position to recommend the filtering medium necessary for your particular requirements.

Progress in Packaging Machinery

(*Continued from page* 55) chinery field has constantly brought out new and more marvelous improvements."

Some of the trends, according to H. K. Becker of Peters Machinery Company, relate to machines with various adjustable features and also to machines of higher speeds. "The manufacturer of packaging equipment," says Mr. Becker, "has not lost sight of the fact, however, that in order to build a machine that is adjustable for several sized packages he must build his equipment so that it is easily converted from one size to another with the least possible time element involved, and he must also engineer his job so well that the parts used in making the adjustments on the machine are an easy fit and require very little, if any, adjustment after they are applied to the machine.

"While some of the manufacturers of packaging machinery are not entirely in accord with the idea of producing machines which have various adjustable features, they have come to the conclusion that there are many firms that can use an adjustable machine advantageously and with good investment return, whereas, if it were necessary for the producer of packages to purchase a separate unit for each size package, the investment would be prohibitive, and could, therefore, be done more economically by hand. Sometimes it has been found that it is necessary to sacrifice speed on the machine when it is made to handle more than one size package, but in summing up all the negative features on a machine which can be made adjustable, we find that these negative features are considerably overbalanced by the greater possibilities that these adjustable machines have in the larger proportion of packaging departments.

"For more than twenty years, our company has built one-purpose packaging machinery; that is, machines made especially to handle one-size packages. Having sensed the trend and progress which was being made in adjustable equipment and having perceived that the firms which use and operate packaging machinery, have, in general, increased their variety of packages more than they have increased their production on any one size package, we recognized, two or three years ago, that the manufacturers of packaging machinery who were able to design and offer their packaging machinery with adjustable features would be the ones who would benefit when normal conditions again exist.

"Considerable emphasis has been placed upon speed of packaging machinery, and some manufacturers have redesigned their equipment or designed new equipment, incorporating such engineering features as to enable the packaging to be done at greater speeds. There has been considerable success along these lines by the machinery manufacturers, but there is one feature of which sight must not be lost, and that is that the higher speed machinery may produce more crippled packages in its operation, and when final count is taken you may have the same production of perfect packages as you would have had on a slower apparatus. It is well to bear in mind, therefore, that the rated speed of the machine does not always represent its production of perfect packages."

The present trend in packaging equipment, at least in the wire stitching field, according to G. P. Fuller of the Dexter Folder Company, is toward the improvement of existing types of machinery with a view to increasing efficiency and serviceability, rather than toward the design of entirely new lines of products. Mr. Fuller states, "It has become increasingly evident that many industries could employ wire stitching in place of other less advantageous and more costly methods, but that standard types of machines are not always well adapted for doing such work conveniently and economically. To meet this need, special attachments and constructional variations have been devised to be used with otherwise standard equipment, with a resultant increase in the use of wire stitching for special operations."

Speaking for American Machine & Foundry Company, J. D. McCarthy says, "Concerning the present trend of packaging equipment, we believe that the thought behind Sir Oliver Cromwell's motto 'He who ceases to be better ceases to be good' might to a certain extent be applied to packages and if so applied, backed by sufficient educational publicity there appears to be little or no limit to the extent to which packaging could go.

"To equipment manufacturers and especially to those designing and manufacturing machinery, it seems that a serious contemplation of such a possibility as the enormous field to which packaging can be applied has to a marked degree made itself of importance."

C. A. Claus of the New Jersey Machine Corporation, writes, "In the continual, progressive steps of merchandising, there is a constant tendency to develop better, and therefore more costly containers, followed by a period of exercised economy which pulls the costs within reach of general usage. Two factors contrive to bring this about, and function in rotation, immediately after a favored style, shape or type of container has been developed. The first is increased production, which practically compels improved methods in turning out the mass of containers demanded, and the second is merchandising the process, so that a margin of profit will be available in spite of ever diminishing prices.

"From the viewpoint of the machine designer, any work performed by human hands can usually be improved upon by machine. But, from the sales angle, the machine is not justified unless it can perform the task better, faster, and more economically. That explains why the mechanization of a process so often enters the picture *after* a demand is created.

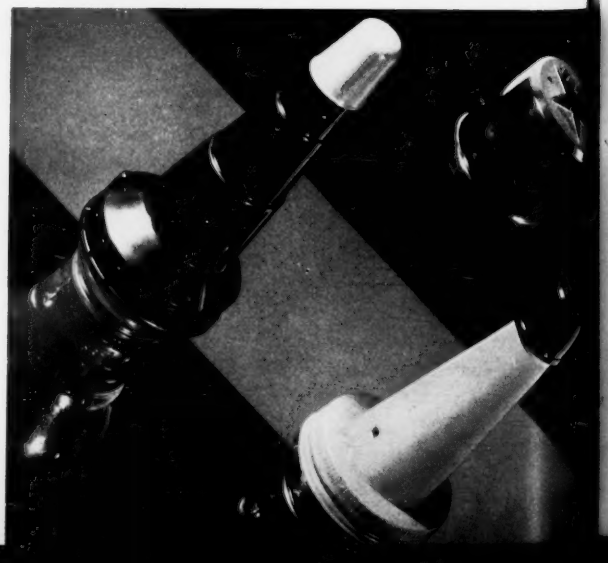
"Generally, machines are looked upon as 'labor-saving devices.' That is only a part-truth. Your manufacturer is not increased in labor-saving, but in time-saving and cost-saving, and the function of an automatic or semi-automatic unit is not complete if the unit does not immediately provide means for a profit on its purchase."

New Molded Plastic Packages

Of satiny sapphire hue and in graceful fluted design, the new container for Eversweet Deodorant Cream is reminiscent of a Greek urn. Molded of Bakelite by Tech - Art Plastics Company.

Bowls for brushless shave, hand or shaving soap, silver or shoe polish. When empty they make splendid candy dishes, ashtrays or the like. Molded of Durez, in any one of many colors. The top may be engraved with name or insignia.

Oil right, these. New spouts and spout caps of molded Durez, showing that refiners are beginning to see the value of better packaging. Black cap (right) will shortly be seen on Texaco oil dispenser-bottles. Always shiny, rust-proof, dent-proof, provides means of permanent identification. At left is a molded spout and cap, carrying the idea a step further.



Demonstrator Display Urges Purchase

(*Continued from page 56*)

While the product itself is outstanding, the successful selling of Le Page's Liquid Solder is attributed to the display, which dealers show on counters and in windows.

Another item that is featured by Le Page's is Waterproof Glue put up in several sizes from 1½-oz. packages to 50-lb. containers. As the small sizes such as the 1½-oz., or ten cent size and the 4-oz. or twenty-five cent size is a consumer package, special displays holding three of each are packed in each case of a dozen. It is hoped that the dealer will display the three packages in the display and replenish from stock. These new displays are printed in the same colors, which will eventually characterize the whole line.

Corsets on the Counter

What is said to be the first practical application of transparent cellulose to corset packaging recently made its appearance in the form of a counter container for the

promotion of a new seamless girdle, "Tynee," made by The H&W Company, Newark, N. J.

The Tynee container is a folding box in two shades of green. Six garments are packed in each container, each in an individual package with a transparent cellulose window which permits the peach color of the Lastex fabric to be seen. The transparent cellulose is merely wrapped around the garment and is not pasted, which permits the garment to be inspected and replaced in the package without mutilating either the package or the wrapping.

The initial reception of the idea has been satisfactory, according to George A. Kaufmann, president of The H&W Company. The design was created by John H. Miller, account executive, and Dennison Budd, art director, of Frank Presbrey Company. The Harvard Press, New York City, executed the printing job.

In new and attractive form, Zip deodorant is meeting with hearty acceptance. The attractive swivel base container adds much to its practicability. Jordeau, Inc., of South Orange, N. J., are now merchandising this on an attractive black, red and buff display, the latter designed by Kenneth N. Nunes of the Diamond Press, and printed by Davis, Delancy & Harrs, Inc.

Approximately two-thirds of the wholesale grocers sponsoring voluntary chains have extensive private label lines and 20 per cent have limited private label lines, it is shown in a survey recently published by the American Institute of Food Distribution. This survey of voluntary chains showed also that among retailer-owned wholesalers, 28 per cent had extensive lines under private labels, while 31.1 per cent had limited lines.

For this survey a wholesaler was classified as having an extenstive line whenever other items, in addition to canned goods and coffee, were packed under private labels.

Only 16.2 per cent of the organizations reporting on this subject, and these are shown to be the smaller groups, definitely say that they have no private labels of their own. Another 21.1 per cent omitted any report on this subject and it is assumed that they are largely without their own labels.

Tight Wrapping for Three Sizes

(*Continued from page 39*) of adhesives and wraps the label around the filled carton making a tight sealed, non-sifting, strong, attractive package. The tight-wrapping machine has a production of 60 to 70 tight-wrapped packages per minute. It is equipped with several safety features so that in case any packages jam at certain points a small shear pin will break which can easily be replaced. This avoids any damage or breakage to the larger parts and avoids any shut down.

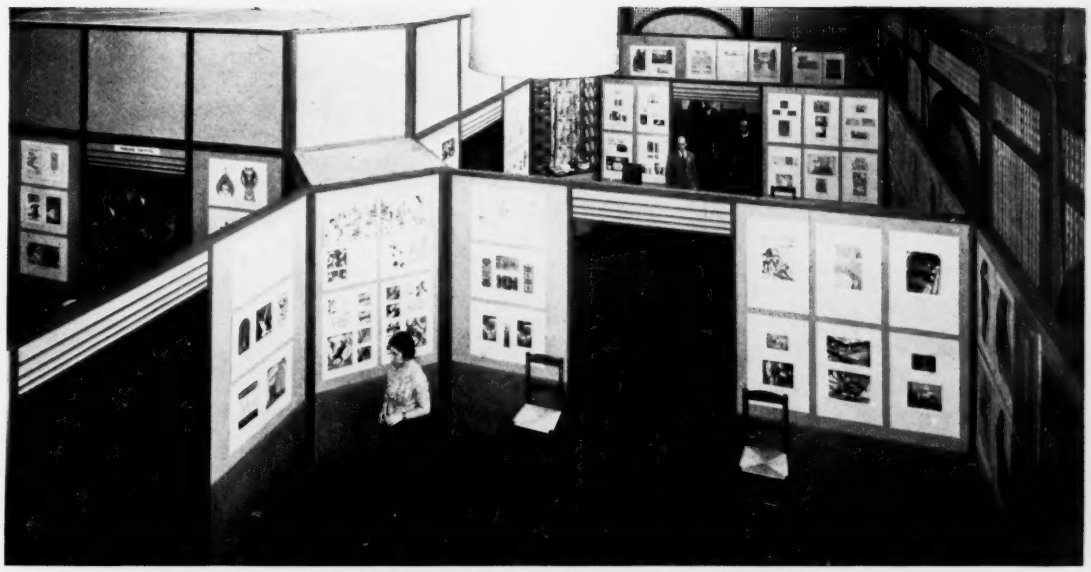
According to advices from the machinery manufacturer, a new label suction feed applied to the tight-wrapping machine will also feed varnished labels which are now being used quite extensively. With this feed the top label is picked up by suction and a blast or air blows between the top label and the rest of the pack, making a positive separation.

Three sizes of Crystal Baking Soda are packaged with the same equipment, changes for the different sizes being made within two hours

Consumer packaging of bulky farm products—potatoes, citrus fruits, onions—is providing an important new outlet for cotton, according to the U. S. Department of Agriculture, who estimates that more than 10,000,000 cotton bags were used for consumer packages of potatoes alone last year. Increasing popularity of cotton bags as retail containers is accounted for by economy, neatness, and advertising features. The bags carry brand names through to consumers. Producers and shippers have reported to the Department that the bags effect economies in freight charges since the bags represent a minimum tare weight, and that they also eliminate the expense of repacking and rehandling products.

The Department points out that use of bags for oranges effects a saving in packing costs, since the equivalent of five boxes can be put into 10-lb. bags in the same time required to wrap and pack two wooden boxes.

A new wrinkle in packaging spices—in vacuum packages—by the Hanley & Kinsella Coffee and Spice Company of St. Louis. Shown in the illustration is one of the new packages with the molded sprinkler top removed, exposing the vacuum seal, and a display for counter use. Owens-Illinois created the glass containers, the shaker top is Bakelite molded



Annual Exhibition at Pratt Institute Includes Sophisticated and Practical Package Designs

Eight large exhibit rooms built around the Hall of Awards at Pratt Institute, Brooklyn, N. Y., displayed, by groups, the various work done by students in packaging, advertising design and the other practical arts. An attendance of over seven thousand visitors during the period when the exhibition was open attested the interest of professionals and laymen in the progressive practical education which is being given at that institution. The illustration above shows a panorama view of the exhibits, while below are shown two groups of quality and service packages which were designed by the students. These not only make pleasing and sensible use of color, design and lettering, but also combine good display value with adaptability to the products for which the packages are intended. The exhibition was held May 5 to May 10.

Here and There in the Packaging Industry

Two conference meetings were held during May at the Permanent Packaging Exhibit in conjunction with the showing of set-up paper boxes and fancy and decorative papers. The first of these meetings, on the evening of May 17, was addressed by **J. T. Cronk** of Hampden Glazed Paper and Card Company. Mr.

GEORGE F. BARBER

Cronk spoke on the subject of fancy and decorative papers, outlining the history of that industry and the steps which have been taken by it to meet present-day requirements for these materials.

George F. Barber, management counsellor, was the speaker at the meeting on the evening of May 24. In his talk, Mr. Barber emphasized the ability of paper boxes to produce merchandise sales, pointing out the progress that has been made in recent years in the design and function of such containers. To the box maker Mr. Barber emphasized the need for a better understanding of his clients' needs, stating that paper boxes should not be regarded as merely a container but rather as a medium which functions as a sales incentive.

The Glazed and Fancy Paper Association held its regular quarterly meeting May 19 at the University Club, Boston, Mass. The executive committee met on the evening of May 18, and made plans for action in anticipation of the passage of the National Industrial Recovery Bill. The association luncheon and meeting was attended by thirty-five people which is the largest attendance on record.

The National Confectioners' Association, which holds its annual convention in Chicago June 19 to 23 inclusive, has announced the list of speakers for those dates. Among these are included: James O. McKinsey, J. L. Richou, J. R. Booker, James L. Palmer, George H. Williamson, Ivan Wright, Arthur S. Allen and Walter C. Hughes.

J. L. Ferguson Company has been appointed sales agent to handle sales of the Miller wrapping and sealing machine in the states of West Virginia, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan, Kentucky, Indiana and Ohio.

(Additional news on page 72)

The Lorscheider-Schang Company exhibit occupied the window display in the Permanent Packaging Exhibit during the month of May. Shown also in various other displays were groups of set-up paper boxes, fancy and decorative paper coverings and linings, etc.

STANDING on one's head in the sand may be a lot of fun to a fourteen-month-old, but it is likely to give the posturer a peculiar outlook on life, to say nothing of the immediate scene.

Yet there are buyers, bless their trusting souls, who still believe they are buying products of quality considerably below the price which they know to be both fair and reasonable. But, like a child on a beach holiday, they are looking at things wrongside up.

It is an obvious and oft-repeated truth: "Seldom, if ever, do you get more than that for which you pay." A bargain in price can be anything but a bargain in appearance, performance and satisfaction . . . whether it be automobiles, typewriter ribbons or metal caps.

It may be lots of fun shopping around, but be wary of the salesman whose chief argument is price. Now, more than ever before, you need to select materials and sources of supply with care and discretion.

PHOENIX METAL CAP CO.

METAL CAPS FOR GLASS PACKAGES

OFFICES: *Chicago*, 2444 West Sixteenth Street; *Brooklyn*, 3720 Fourteenth Avenue; *Philadelphia*, 1601 Fox Theatre Building; *Boston*, 131 State Street; *Cleveland*, 1109 Guardian Building; *Cincinnati*, 1315 American Building; *St. Louis*, 5820 Itaska Street; *San Francisco*, 200 Davis Street; *Los Angeles*, 765 Stanford Avenue.

Editorially Speaking——

The Re-Use Package Is Not a Premium

As we go to press we are advised of an issue of recent development which merits serious thought on the part of users as well as from manufacturers of packages. The question in point is that of a proper interpretation or understanding of certain inclusions in the National Industrial Recovery Act; namely, the consideration of what constitutes premiums as used for the stimulation of sales of merchandise.

It seems apparent under the terms of the new act that many associations are going to declare against the use of premiums, particularly in instances where such means are adopted for the purposes of price cutting, expressed or otherwise. As to the merits or demerits of such a course we offer no argument, believing that in its final interpretation and operation the act will qualify the limits of any action that may be taken. But it has been intimated that the classification "premium" includes, or may be made to include, that which we generally refer to as re-use packages, and to this we take decided exception.

Our understanding of the re-use package has always been that such packages were entirely out of the premium class—that primarily it must serve as an adequate container for the merchandise packed therein, also acting as a sales stimulant for the product. In that sense, it does not differ from the ordinary well designed package, and is subjected to the same incentives that encourage the design and construction of attractive packages. To us it seems that, from the standpoint of neither law nor ethics, will sound reasoning allow the classification of the re-use or after-use container as synonymous with the bonus-premium or "extra."

We believe that even if the so-called "premium package" or "premiumized" package were actually a superfluity, instead of a legitimate ornamental or utilitarian container, there would be nothing in either the letter or the spirit of the National Industrial Recovery Act to warrant jurisdiction or repression unless an individual or organization was bent, for the sake of expediency, on dragging this element into the new scheme for the self-regulation of industry merely to serve a pet purpose. Obviously, the contention that premium distribution is disguised price-cutting falls of its own weight in the case of those lines of business where practically all hands habitually give premiums, which in aggregate cost do not go beyond the equivalent of a reasonable discount for cash.

We contemplate further discussion on this subject, and in the meantime invite the expression of opinion from readers.

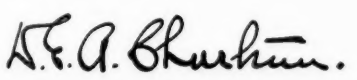
Progress in Packaging Machinery

The part which machinery has played in the packaging industry has been one which, while perhaps less spectacular or dramatic to the average observer than other phases of packaging, has been marked with steady progress and accomplishment. Regardless of whether or not the developments in new equipment for packaging have followed as the result of established needs for certain machinery or whether these developments have anticipated such needs is, generally speaking, inconsequential. The fact remains that machinery manufacturers are "on their toes," that their comprehension of the package user's requirements is based on an experience which commences with the earliest developments in packaging and has carried on substantially and progressively to the present day.

To make the most of this, package users should have a clear understanding of the machinery manufacturer's problems, should encourage his confidence and seek his cooperation. There has been, in frequent cases, a tendency to overlook or a failure to consider the limitations of equipment in the designing of packages—a conflict between design and production—and only too often with expensive if not disastrous results.

It is characteristic of the manufacturer to be cautious, for the very good reason that he serves only by the service which he renders his customer, and if his machine does not fulfill the requirements of a particular job, he bears the brunt of the criticism to be made —and the possibility of losing the next order. He is not unwilling to experiment—the production records of most package machinery manufacturers will show that tremendous sums have been spent in development work, the effect of which has been to the direct benefit of machinery users. His caution, or perhaps a better term would be conservatism, is not an attitude of indifference. Rather it is because he thinks of production in terms of production and realizes, in the light of his own experience, that efficiency and economy must be compatible.

The package machinery manufacturer follows, more closely than ever before, the trends of merchandising which indicate the demands of consumers, their preference for certain types of packages or for materials used in packages. His knowledge is based not only on an understanding of what is needed to produce adequate and performance equipment but on a complete comprehension of why that equipment is needed. A good fellow to know, the package machinery manufacturer!



FOOD PRODUCT PACKAGING

that wins the housewife!

IT'S THE HOUSEWIFE, after all, who judges the packaging of a food product. That is why, in creating a seal, a wrapper, a tag, a label or a box, Dennison determines design, color, shape and use from the customer's point of view.

The label on the can of Hygeia's Strained Vegetables; the display card for I-Car-De Mayonnaise; the printed Cellophane wrapper for Vermont Maple Sugar and the other examples shown here were made by Dennison—and made to sell more merchandise! The gummed labels and seals, for example, were made not only *to stick where they were put,* but *to stick in the customer's mind as well.*

Let us give you complete details about Dennison's experience and facilities. Just mail the coupon—first checking there the packaging items you are interested in.

DENNISON MANUFACTURING COMPANY, *Dept. F-227*
Framingham, Massachusetts.

Please tell me how Dennison can help us to improve our packaging. We are checking items in which we are interested.

☐ Tags ☐ Boxes ☐ Seals ☐ Displays
☐ Printed Cellophane ☐ Labels ☐ Package Inserts

Name.....

Firm.....

Address.....

City.....*State*.....

See DENNISON first ▶

Larger Sized Packages—Greater Sales

(*Continued from page* 41) sult that most drug stores are as friendly to the product as it is possible for them to be towards a nationally advertised item. In its advertising, the company makes use of 40,000 road signs

New Burma-Shave tube and jar packages in foreground, old in background

located on leased property in 39 states, besides an extensive campaign in the Chicago elevated, New York subway, in the New York and Boston baseball parks, as well as drug store window displays.

Selling Six Instead of One

(*Continued from page* 48) of using the illustrations on the boxes to complete the Fairy Tale Book will also appeal strongly to the juvenile mind.

The booklet is obviously something more than a collection of fairy tales. It is not a complete book until the little owner has cut out the illustrations from the six cookie boxes, and carefully pasted them into the blank spaces in the booklet illustrations. This is a delightfully engrossing task, but not a difficult one. When the last little picture has found its place and has been well and truly pasted therein, lo and behold, the child has a charming and colorful picture book which is, in a most important respect, the work of its own hands!

Just as the shabby and misshapen rag doll will be kept and loved long after the expensive waxen ladies have shed their last drop of sawdust and been discarded, so will a book which has been worked over and triumphantly completed by the child himself be carefully preserved and admiringly pored over again and again. And what member of the family, what relative or guest, will fail to see that book and hear the story of it?

The lesson to be learned from this achievement in successful packaging is that the manufacturer who decides that he needs new packages should not merely commission an artist to "get up something new" for him, but should make an earnest effort to devise some fundamental merchandising plan which will sell much more of his product than would packages which were merely satisfying as attractive and artistic creations.

Do Package Stylists Forget Machining?

(*Continued from page* 43) not only must add to the cost of his machine, but also lower the machine's efficiency.

The economies and sales benefits, involved by the scientific construction of a package can easily be lost, through a lack of foresight in planning the application of the package to the machine. Most automatic machine builders maintain departments with a technical knowledge of the limitations to which package designers must adhere; this knowledge is available to all those contemplating changes in package design.

May we emphasize the suggestion that in all cases when any change in package is considered, the first step should be a consultation with the "machine" man so that a definite foundation for package lines can be established. Bear in mind that the machine factor is always the keystone to the arch of new package design.

Seidner's
MAYONNAISE
Simply Delicious
...a new way to make your hamburger
TRY IT!
WHEN MAKING HAMBURGERS MIX ONE TEASPOON SEIDNER'S MAYONNAISE TO EACH PATTIE

Counter display, jar, cap and label—all new—are being used by Otto Seidner, Inc., of Westerly, R. I., for Seidner's Mayonnaise. Industrial Lithograph Company made the display; jars are furnished by Hazel-Atlas Glass Company; labels by The Foxon Company, and caps by Crown Cork & Seal Corporation

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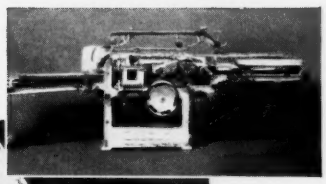
Louis Dejonge & Company has devised a new method of sampling fancy papers in order to service customers with advance styles and keep pace with the changes in consumer taste. The swatch form (5 in. x 8 in.) is designed for easy filing and easy selection. Each month new groups of papers, which meet the various trends in fashion, will be sent out, being enclosed in an envelope which is die-cut in one corner—to represent a miniature box—so that one of the patterns shows through the envelope.



. . . quickly executed with our *Adjustable* Wrapping Machine

THE Colgate-Palmolive combination packages, shown above, demonstrate the merchandising advantages offered by our *adjustable* wrapping machine. These special packages were easily added to the regular line, and immediately produced, because of the *wide range of sizes* handled by this extremely versatile machine.

An adjustable machine is of great assistance to concerns whose products are packaged in various sizes. It also offers decided advantages to a manufacturer using only one size package. He can change the size of his package at any time. He can also add new sizes to the line, either temporarily or permanently, without making additional investment in wrapping machinery.

Besides wrapping an extremely wide range of sizes, our adjustable machine handles many forms of wrapping material—Cellophane, glassine, waxed paper, printed paper wrappers, etc.

Bring your Packaging Problems to Us

Our machines meet a great variety of packaging needs—economically and with emphasis upon sales values. If you are seeking new economies, or a better-selling package, consult us.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK CHICAGO LOS ANGELES
Peterborough, England: Baker Perkins, Ltd.

PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

The fourth of a series of conference meetings at the Permanent Packaging Exhibit was held the evening of Wednesday, June 21, and was attended by package machinery users and manufacturers. Charles L. Bowman, formerly vice-president and general manager of the

CHARLES LUCKEY BOWMAN

Stanco Division of Standard Oil Company was the principal speaker. The displays being shown in the Permanent Packaging Exhibit during the month of June include machinery assembled packages, photographs of packaging equipment, blue prints, specifications, etc., besides several actual machines.

Alan S. Cole, Western Manager of MODERN PACKAGING, addressed members of The Advertising Club of Grand Rapids, Mich., during a luncheon meeting of that organization on June 2. Mr. Cole spoke on the subject of package design and display and exhibited a number of successfully redesigned packages.

Frances Cushing Hall, commercial designer, has moved her studio from 53 Washington Square to 24 Fifth Ave., New York City.

Announcement is made of the Trump Group, an association of twenty artists, all having studios in Philadelphia and specializing in package design. Headquarters are in the Land Title Building, Philadelphia. William H. Trump is director; Charles R. Paul and F. T. Thomas are associates.

Cranebrooks Incorporated, 407 East Pico St., Los Angeles, Cal., offers a package design service and is also planning to represent manufacturers of packaging materials. M. V. Brooks is president.

Canadian Paper Box Manufacturers' Association is holding its annual convention at Bigwin Inn, Lake of Bays, Ontario, Canada, on June 26 and 27. Among the speakers scheduled are the following: Arthur S. Allen, E. D. MacPhee, Thornton Purkis, L. F. Winchell, J. A. Northey, C. V. Hodder and D. E. A. Charlton.

The Cin-Made Corporation of Cincinnati, O., manufacturer of fibre cans and tubes, announces the appointment of C. J. Taugher as its representative in northern and western Wisconsin. Mr. Taugher will have headquarters at 1022 N. 15th St., Milwaukee, Wis.

Stanley Nowak, who recently resigned as vice-president and general sales manager of the Acousticon Division of the Dictograph Products Co., Inc., has announced the formation of the Stanley Nowak Company, Consumer Engineering, with offices at 21 East 40th St., New York. Specialized service in all phases of industrial design, sales management and marketing will be offered to manufacturers, advertising agencies and bankers. Previous to his connection with Acousticon, Mr. Nowak was business manager of Lennen & Mitchell, Inc., for two years, and previous to this, merchandising manager of the Charles W. Hoyt Company, Inc., for four and one half years.

Kimble Glass Company, Vineland, N. J., has recently issued a 16-page catalog illustrating and giving specifications and prices of automatic machine-made glass vials and containers. The New York office of this company is at 1440 Broadway.

Members of the Art Directors Club and guests of Pratt Institute, Brooklyn, N. Y., at a luncheon (on May 9) given during the Annual Exhibition of the School of Fine and Applied Arts

A SPLIT second — the smallest fraction of a moment spells disaster where absolute timing is necessary. In color impressions on metal the slightest deviation in color, the tiniest line that may be out of register will depreciate the appearance of the container. Heekin is known for its positive color harmony and precision workmanship. Heekin insures this superior quality by owning its own color supply—grinding and blending its own rich colors. If you want lithographed metal containers at low prices, write us. THE HEEKIN CAN CO., CINCINNATI, O.

HEEKIN CANS

WITH *HARMONIZED* COLORS

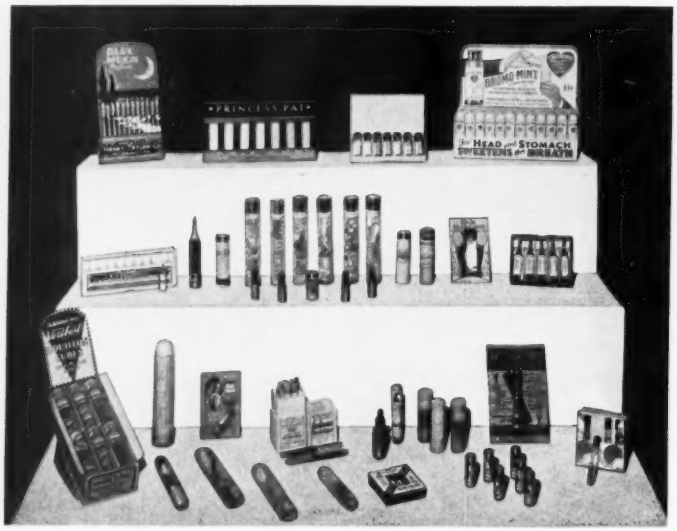
Visitors who registered at the Permanent Packaging Exhibit during May totalled 384. The displays featured in the main room included all types of decorative and fancy paper boxes, machine and hand made. Among the visitors listed were: E. Barnett, Niagara Lithographing Co.; W. R. Robertson, Deerfoot Farms Co.; A. A. Fischer, Visual Training Corp.; Ed. Neimeth, National Magnesia Co.; M. M. Gassam, Pickel Products Co., Inc.; J. C. Baker, Chicago Board of Trade; Eric F. Bohlin and J. L. Warwick, Eberhard Faber Pencil Co.; H. Mirkenson, Decorative Art Service; E. S. Richardson, Lord and Taylor; Edw. R. Kresy, Consolidated Litho. Co.; J. W. Penn, Gem Dandy Garter Co.; Walter H. Floren, Floren & Nutting; A. Rosenberg, Lavender Line, Inc.; Matlack Price, James C. Boudreau and William L. Longyear, Pratt Institute; Francis J. Powers and B. F. Ogg, The Jigger Co.; R. Shupp, Cannon Mills; J. W. Parker, Orgain & Co.; William C. Otto, Para-Craft, Inc.; D. B. Hassinger; Wilbur E. Ward, Balch Price & Co.; M. A. Roth, Storfer Laboratories; S. M. Reber, Ever-Dry Laboratories; Geo. W. Case, The Acheson Harden Co.; Margaret Dorgan and William Denton, R. H. Macy & Co.; E. C. Meek, Colgate-Palmolive-Peet Co.; Jack F. Healy, Reed Candy Co.; R. Luginbuhl and F. G. Luckert, Scientific Products Co.; Chas. A. Reiner, B. Wasserman & Co.; L. V. Arnoss, North American Dye Corp.; B. H. Christenson, S. Stein & Co.; John L. Leighton, Sardik Laboratories, Inc.; Geo. B. Bonney, Stark Bros. Ribbon Corp.; J. F. MacGrail, Drug Institute of America; Adolph Cahn, U. S. Playing Card Co.; M. Spero, Dawn Cosmetique Mfg. Co.; Wm. Spero, Wendy Parfumerie, and N. Frangoulis, Wicker Novelty Co.

A new building exclusively for the manufacture of transparent cellulose glues, gums and cements has been erected by the National Adhesives Corporation, New York, world's largest producer of adhesives. The new building, which also contains a complete experimental laboratory, adjoins the company's factory at Dunellen, New Jersey.

The dominant position of transparent cellulose tissues in packaging today, and the resulting demand for the company's products to seal them, has made necessary this expansion of its production facilities, according to A. D. Fuller, head of National Adhesives' manufacturing department.

Sefton National Fibre Can Co., St. Louis, Mo., have opened an office in the Postum Building, 250 Park Avenue, New York City. C. W. Shields, Jr., is in charge of sales in the eastern territory.

Owens-Illinois Glass Company, Toledo, Ohio, has purchased the entire assets and business of the Hemingray Glass Company, of Muncie, Indiana, and of substantially all the assets of the O'Neill Machine Company, of Toledo, Ohio.



Groups of glass vials manufactured by the Kimble Glass Company, as shown on display at the Permanent Packaging Exposition. These show a wide range of sizes and capacity, and as used by manufacturers of various products

The Hemingray Company has specialized in the production of glass insulators for many years and numbers among its customers the principal users of insulators for electrical wiring in the United States. The product is one which can be included suitably in the marketing activities of the Owens-Illinois Industrial Materials Division which has recently developed a number of new glass products such as glass wool for building insulation and 'Dustop' glass-wool air filters, also glass block, of which a colorful building has been constructed at the World's Century of Progress Exposition now being held at Chicago.

The acquisition of the O'Neill Machine Company settles patent litigation that had arisen between the two companies in connection with the O'Neill Company's experimental development of an automatic bottle-blowing machine. The patent position of the Owens-Illinois Co. is strengthened as a result, and the further developments in automatic bottle-blowing machines are predicted by this company.

MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

Savings in Bag Sealing Operations

National Tea Company, Chicago, is making use of five Saranac Type D bag sealers and obtaining therefrom excellent results. The accompanying illustrations show two of these sealers in operation.

The Saranac Type D-10" bag sealer is a general purpose, adjustable machine for applying a reverse double-fold, stapled sift-proof closure to light and medium size paper bags. It is light in weight, yet substantial, it requires a minimum amount of floor space, is self-contained with motor drive, and is said to be speedy and dependable in operation. The bags can be rapidly and securely, almost hermetically, sealed. The stapling

Bag stitching unit at National Tea Company

heads, using wire from the coils, cut, form, drive and smoothly clinch the staples. The stapled fold is the strongest and toughest part of the bag.

In operation the filled bags are fed to the machine on the work supporting shelf. The operations of folding and stapling are automatically performed at a single stroke. The machine can be equipped to drive as many as six staples at each stroke, and the heads can be adjusted to position the staples as close as ¾ in. apart. It is ordinarily operated at a rate of 75 strokes per minute; since the output, however, depends upon the skill and ability of the operator feeding the bags, the production ranges from 10 to 20 bags a minute. It is estimated that a daily output ranges from 6,000 to 11,000 bags a day.

In many instances it is practical to seal two packages at a time using one operator on one machine. In such instances the production ranges from 20,000 to 25,000 bags per ten hours.

The savings generally shown are stated to be (1) in the labor bill, saving the services of one or more persons; (2) in fastening units because wire staples made from the coil are the most economical fasteners (approxi-

Another of the five bag stitchers at National Tea

mately 2½ cents per 1000 staples), and (3) contents saved from sifting, from deterioration by atmospheric moisture and from losses due to rough handling.

"Plioform"—A New Thermo-Plastic Molding Material

An interesting new development from rubber has recently been released by the new products development department of the Goodyear Rubber Company in the form of a thermo-plastic molding material. This material is produced from the best grades of pure white pale crepe rubber and offers an entirely new set of physical properties in rubber products.

The pale crepe rubber is put into solution and is chemically reacted on, in this condition. After the completion of the reaction the rubber is precipitated in a fine granular form, in which form it is thoroughly washed and dried. The fabrication of this synthetic resin into finished, usable material, is carried out on an ordinary mill where the colors and loading pigments are incorporated. The resin handles on the mill in much the same manner as rubber does except that it mills at a much higher temperature, is much tougher, and is quite hard when it is cold. The milled sheets are ground and the product is marketed in a granular form under the trade name of Plioform.

This material is a true thermo-plastic and is available in a number of grades, with molding temperatures ranging from 260 deg. F. to 310 deg. F. The physical properties of the material are quite interesting. It has a tensile strength of 4,000 to 5,000 lbs.; compressive

strength of 8,500 to 11,000 lbs. and a transverse of 7,000 to 9,000 lbs. The specific gravity of Plioform is 1.6 in the unloaded condition and its water absorption for 24 hours immersion is 0.02 per cent or less.

New molding material made from rubber

The material is said to be resistant to all the strong alkalies and to most acids except concentrated nitric acid and concentrated sulphuric acid, is insoluble in alcohol and acetene, and its electrical properties are very good in that it gives high surface resistivity and low moisture absorption in humid atmospheres.

Plioform works rapidly in the mold, being a true thermo-plastic it is not necessary to allow time for a cure, and articles can be molded just as fast as the mold can be heated and cooled. Scrap pieces and mold overflow can be remolded as such and their use offers an opportunity for saving in material costs.

Thick sections of the material are quite rigid but in thin sections it is fairly pliable. Its resistance to impact is quite high, as is also its resiliency.

Hardness tests show that Plioform somewhat resembles hard rubber in this respect, measuring 88 to 90 on a Shore hard rubber Durometer. There are also other properties that are somewhat similar, i.e., acid and alkali resistance and good electrical properties, but here the similarity ceases. In contrast to hard rubber, Plioform contains no sulphurs, or sulphur bearing materials and in this respect is unique among rubber products.

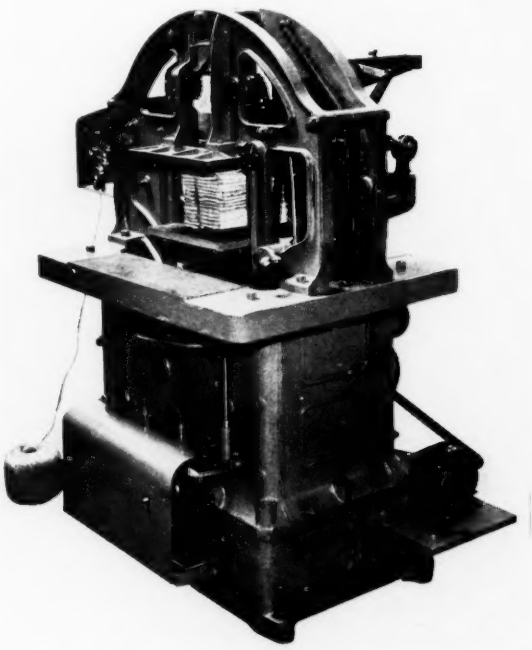
Its cold flow is less than that for hard rubber. Tests on this property have given values as low as .0006 in. per ½ in. length under a pressure of 4,000 lbs. per sq. in. at a temperature of 120 deg. F., the pressure being applied for a period of 24 hours. The resin taken alone is of light amber color rather than the black of hard rubber and this property lends itself to the development of a number of interesting and beautiful colors. In one group almost any desired non-transparent color can be obtained. In another, and perhaps more striking group, pleasing transparent, translucient and pearlescent colors are offered in delicate shades with a pleasing depth of surface.

New Package Tying Machine

Of particular interest to newspaper and magazine publishers as well as to others who have problems of bundling and tying is the Chelsea package tying machine, recently brought out by The Fred Goat Co., Inc., 314 Dean St., Brooklyn, N. Y. It is stated that this machine—shown in the accompanying illustration—is cross-tying bundles at the rate of from eight to twelve per minute and saving one man in three at the plant of a large magazine publisher. In that particular plant, it is mounted on casters, so that it can be moved to the job and thus save the transportation of the magazines to the machine.

In the illustration the machine is shown in the act of making the second tie. This incidentally explains that the two ties of a cross-tied bundle are made separately, which has the advantage that in case one of them is cut or broken, the other still holds the bundle intact, whereas when a bundle is cross-tied with a single length of twine, a break anywhere loosens the entire bundle.

The bundles in the machine have been tied without wrapping paper at the ends but the machine is capable, without extra attachments, of handling bundles with a paper at each end, and automatically folds the projecting ends of the papers along the sides of the bundle. This hides the name of the magazine, but, in the plant already referred to, different colors of paper are used to identify the different magazines there published.



Chelsea package tying machine

No adjustments need to be made for different heights of bundles. Say, for instance, that it has just tied a bundle three inches high and that the next one is

GIVE YOUR PRODUCT

that

DISTINCTIVE APPEARANCE

for

Brilliancy, Luster and Polish

CONSULT

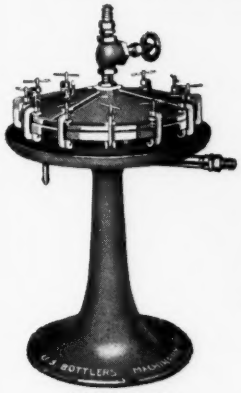
U. S. BOTTLERS MACHINERY CO.

INCORPORATED

BOTTLING AND PACKAGING ENGINEERS

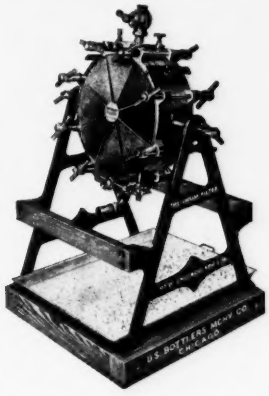
EXECUTIVE OFFICES AND SHOPS

North Center Station, Chicago, Ill.



MODEL SPF
18" DIA. FILTER

Simplest, most compact single plate filter on the market. Capable of handling all types of sheet filter media and filter aids. Can also be furnished in 13½" diameter size.



FAMOUS U. S. MULTIPLE DRUM DISC FILTER

Built in 12" and 18" diameter sizes.

CORRECT FILTERING PAYS BIG DIVIDENDS

This is the unanimous testimony of all Bottlers and Packagers of Liquid Preparations (especially those products sold in glass containers) after they have been correctly advised and have adopted the right filtering medium.

Filtering problems require a very careful diagnosis, a series of tests and experiments with various combinations of filter cloth and various textures of special filter paper, followed by a careful inspection of each result.

As manufacturers of the best known and most successful devices for either straining or filtering, we invite you to send us liberal samples of your liquid products, together with full details as to the degree of clarity and the daily capacity desired. (Kindly advise motor specifications).

A COMPLETE SERVICE

★ ★ ★ ★

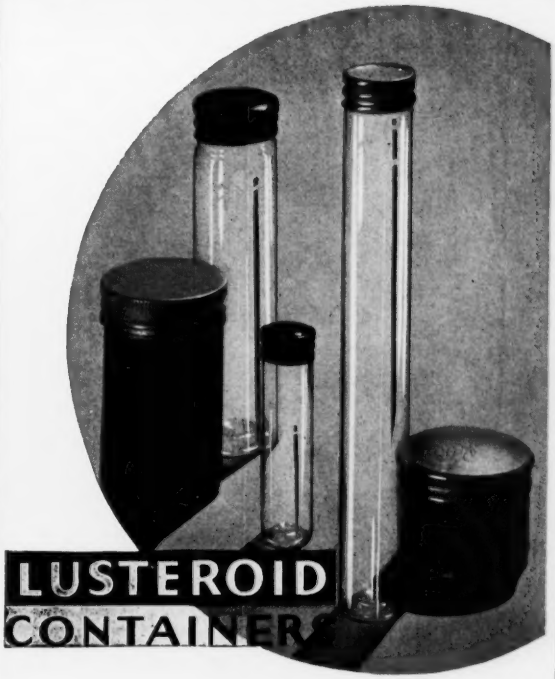
PUMPS
STRAINERS
FILTERS
PRESSES
MIXERS

MORE OUTPUT WITH LESS LABOR

★ ★ ★ ★

WASHERS
DRYERS
FILLERS
CAPPERS
CONVEYORS
TANKS, ETC.

COMBINATION FILTER UNITS



STURDY yet exceedingly light in weight . . . . .

Lusteroid Containers weigh only one-fifth as much as glass containers of the same size. That means a saving of approximately 80% in transportation charges! Certainly a worth-while economy in these days when every expense item must be cut to the bone.

Lusteroid Containers are sturdy, durable, seamless, and odorless. Obtainable in many sizes and shapes —in opaque and transparent colors as well as the clear transparent.

Samples suitable for the packaging of your product gladly sent on request.

LUSTEROID CONTAINER CO., INC.

Formerly Lusteroid Division of The
SILLCOCKS-MILLER COMPANY

10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY

twelve inches high. The machine automatically plays out the correct length of twine for each bundle and for the shorter and the longer direction. From which it follows that bundles are tied "as they come along" and no sorting is necessary.

The twine is not tied in a knot. Instead, its two ends are securely gripped or clinched in an inexpensive metal clip, fed to the tying mechanism from a magazine on the machine. This fastening does not add perceptibly to the thickness of the twine; which is a considerable advantage, for a knot damages the top magazine more or less, and also prevents easy stacking of the bundles. But the clip-fastening of the twine is done without any pressure on the top magazine while the bundle is under compression and the bundles stack readily.

Finally, there is the advantage that each bundle is proof against pilfering. Twine that has been clip-fastened in this machine can not be untied. The manufacturer has been granted a patent on the machine, the clip, and the method by which the clip is applied to the twine.

Sizes Changed in Half a Minute

For wrapping various sizes of layer cakes and permitting the change for these sizes to be made in half a minute, the Simplex Wrapping Machine Company, 2437 East 11th St., Oakland, Calif., is offering a new semi-automatic machine, shown in the accompanying illustration.

This machine is equipped with a sealing unit, rheostat controlled, that enables it to seal MST Cellophane, moistureproof Sylphrap, etc., also printed wrappers, producing, it is stated, a high class round package without the conventional fold, sealing being in the bottom. It effects a saving in wrapping material of from 20 to 30 per cent, using a square sheet, and has a speed of about nine cakes per minute with one operator. The machine is so balanced that the movements produced by the operator are without effort.

The New York office of the Simplex Wrapping Machine Company is at 6032 Saunders St., Elmhurst, N. Y., in charge of R. Gaubert.

Electric heat sealing unit, and attachments that permit size changes, for wrapping round cakes in transparent cellulose. Sealing is effected on the bottom of the package; changes for size can be quickly made. Speed of wrapping is about nine cakes per minute, using one operator

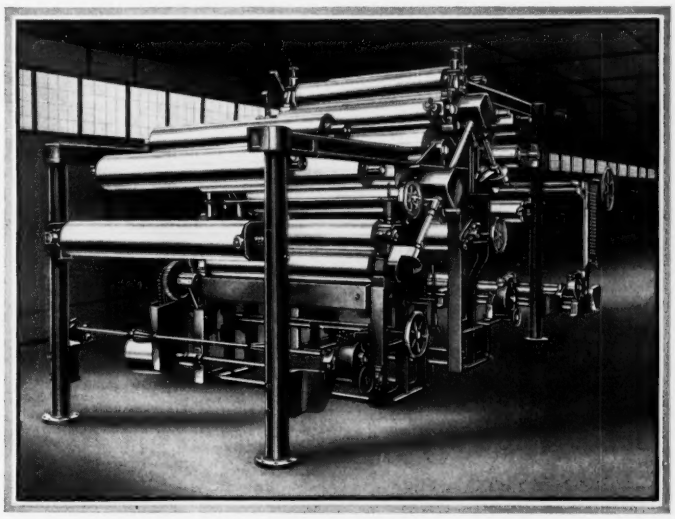
New—For Label Dies

Recently an entirely new and apparently efficient method of manufacturing steel label dies has been introduced by the Cronite Company, 67 Fulton St., New York City. It is stated by this company that by means of this process any label or tag die can be duplicated, no matter how fine and delicate the lines or how rugged.

Duplication is said to be such that it is scarcely possible to distinguish between the original and its copy. This can be repeated as many times as desired at a remarkably low cost. It is claimed that no other method of die making has approximated or possibly ever will equal the faithful duplication of an original steel die made in this fashion.

The process is suitable for the reproduction of any form of engraved work both embossed and debossed. It is especially applicable for label and tag work where, on long runs, a number of dies are required. It reproduces faithfully the most difficult modelling and the finest hair-lines. Surface blemishes which even the naked eye cannot see are duplicated with ease. Cutting edges are copied with amazing accuracy.

Although copper or brass dies can be duplicated, the master die is required to be of steel. This is done in order to maintain a high standard for the master. All



Combining and Lacquering

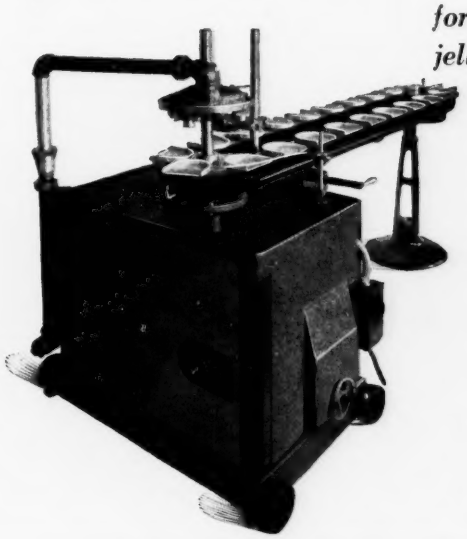
of modern wrapping materials can be most efficiently and economically produced on CAMACHINE CC 3 Model 4, shown in the illustration above. Novel effects are secured by combining dissimilar materials as for instance: cloth and transparent films, paper and foil, cloth and paper, paper and transparent films, also many other combinations. Same machine combines two or three ply, also applies lacquer or varnish coatings. Send for descriptive literature, samples, etc.

Cameron Machine Company, 61 Poplar Street Brooklyn, N. Y.

New!

The "Vari-Visco" Filling Machine

for mayonnaise, mustard, lard, apple butter, jelly, honey, syrup and similar products.



Now—instant change or adjustment for different size packages. You turn a handwheel and an indicator moves on a gauge. Immediately you have the machine set for the right amount—from a quart to 8 oz.; from quarter pint to 22 oz., etc., in a moment. No cams, no gears, no pistons to set. Nothing as simple or as convenient was ever built.

It is the famous Kiefer Visco re-designed to meet today's demand for faster, simpler, more productive equipment . . . still retaining the fine accuracy of measure, the cleanliness of fill for which the Visco has been unequalled for years.

Write us about your requirements and let us tell you what this machine will do in your plant.

Machines of all types and sizes for the filling of liquid and semi-liquid products; bottle and jar cleaning machines; conveyors; corking and capping machines; filters; pumps.

The Karl Kiefer Machine Company
Cincinnati, Ohio

duplicates are furnished of steel. The original should also have a margin of at least ½ in. around the outside of the cutting edge or outermost printing surface. This is only to facilitate duplication and does not appear on the duplicates. Original dies without this margin may be used but results are not as uniformly satisfactory.

The duplicates are made individually on separate pieces of steel and the edges are all trimmed neatly close to the rim of the channel. With this procedure, the dies can be glued to the press in whatever position desired. Any thickness of steel can be used, but ¼ in. is preferable.

Stapling Machines Perform Diversity of Work

Differing from other staplers on the market, the Bates Stapler, manufactured by the Bates Manufacturing Company, 20 Vesey St., New York, makes its own staples from a spool of wire.

Among the advantages claimed for this stapler are the following: (1) one loading of the machine per 5,000 staples; (2) no waste of staples—complete usage of the entire quantity; (3) no clogging with staples—only one staple is in the head at one time; (4) low cost; (5) small, neat staple, and (6) steel construction throughout, inside parts are rust-proofed.

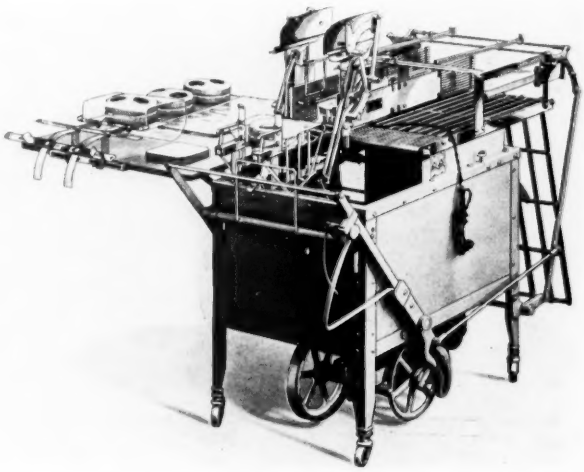
Several special models have been developed to meet special needs. All of these, however, use the same refill and make the same staple. These are as follows: Standard Model B; Model B with punch; Deep Throat Stapler; No. 1 Bag Fastener; No. 1 Bag Fastener with Punch; No. 2 Bag Fastener; No. 2 Bag Fastener with punch. All of the above are made for hand operation or with foot power attachment. They may be had in either a single unit or in double, triple and quadruplicate units, hand operated or with foot power attachment.

The bag fasteners, as the name implies, are for closing bags containing food products such as nuts, pretzels, potato chips, candy, grated cheese, etc. Most of these bags of food products are packed in boxes and so sold, or from trays. The No. 1 or No. 2 Bag Fastener is then used. Some are stapled to display cards; the Deep Throat Stapler is then used. Some are sold from display racks and the stapler must then be equipped with a punch for punching a hole above the staple. The hand operated Bates stapler performs this work with dispatch but of course faster work may be done with the foot-operated stapler.

Stapling device which makes its own staples from a spool of wire. Adaptations of this principle have been used for a variety of models that can be applied for many purposes

New Cake Wrapping Device

Producers of bakery goods have been confronted with a difficult problem in wrapping products which have an icing on top, or for some other reason are of such a nature that it is not convenient to turn them over during the wrapping operation. A realization of this difficulty was responsible for the conception, by the Miller Wrapping and Sealing Machine Company, 18 S. Clinton St., Chicago, of a new cake wrapping device, which is extremely helpful both for hand wrapping or when used in conjunction with a Miller wrapping and sealing machine as shown in the accompanying illustration. The Miller



Improved wrapping and sealing unit for cakes

PASTES-GLUES-ADHESIVES-GUMS
BBCo.
ESTABLISHED 1849

THE RIGHT ADHESIVE

used right decreases packing costs, improves the appearance of packages, and enhances the salability of the goods. The STAR line of adhesives includes adhesives used on every type of stripping and wrapping machines, case and carton sealing glues for machine and hand work, as well as ice-proof, water-resisting bottle-labeling gum. We are well equipped to take care of any adhesive problem.

Send for our free "STICK-TO-IT" Puzzle. It will be sent without any obligation to you.

BINGHAM BROTHERS COMPANY
(Founded 1849)

All Kinds of Rollers and Adhesives

406 PEARL ST. NEW YORK

ROCHESTER, N. Y.
980 Hudson Ave.

PHILADELPHIA, PA.
521 Cherry St.

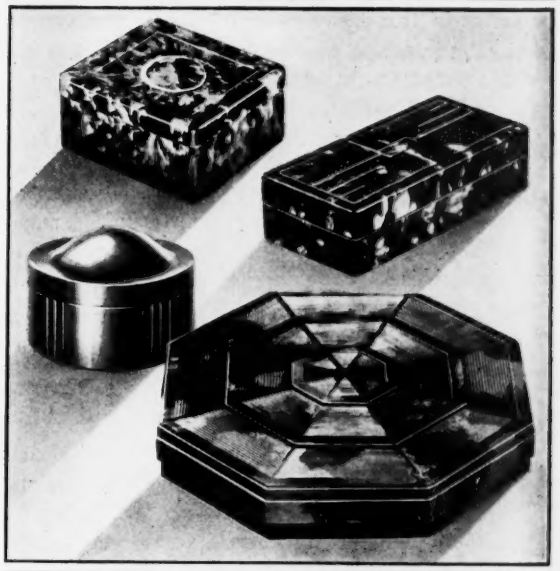
BALTIMORE, MD.
131 Colvin St.

AMERICAN RECORD CORPORATION

A·R·C

Custom MOLDED

BOXES



for every modern packaging purpose

Experience counts! American Record Corporation has molded boxes, containers and closures of all kinds . . . in all shapes, sizes, and colors. We are ready to do a custom molded packaging job for you!

Submit your inquiries. Get an A-R-C quotation **first** . . . from your own specifications or prints, or from our designs.

AMERICAN RECORD CORPORATION
ARC
SCRANTON, PA.

NEW YORK -:- CHICAGO -:- CLEVELAND -:- DETROIT
HOLLYWOOD, CAL.

machine was described and illustrated in the April issue of MODERN PACKAGING.

The operation of the device is extremely simple. Cut to size, sheets of paper are placed on the cake wrapping device, the packages to be wrapped are placed on one end of the paper and the other end is brought around the package and underneath. In this position the package is lifted off of the device and into a Miller machine, which completes the folds and seals both the sides and bottom.

The advantage of such a device is obvious, preventing injury to the top of the cake. Another important use for this device is in conjunction with the wrapping of open faced cartons, which make it impossible to turn the package over without spilling the contents. Inasmuch as by means of this device it is not necessary to turn the package over during the wrapping operation, it is ideal for this purpose also.

For Capping Odd Shaped Closures

Uniform tightness on caps of varied designs and finishes is to be desired and often, if not obtained, may be the means of detracting from the appearance of the package. A package requiring a cap of plastic or metal design, in odd shapes such as "dunce cap," "ball," "oval," "dropper cap" or similar types which may not be handled on a large automatic capper may be capped, it is stated by R. G. Haskins Company, 4636 West Fulton St., Chicago, Ill., with a uniform degree of tightness, in small runs, at a speed comparable with the best automatic and semi-automatic machines. The machine for performing such operations is shown in the accompanying illustration.

Due to the sensitive tension device, adjustment may be had to insure perfect seal of all screw on caps, eliminating losses in leakage, evaporation and spoilage that result from lack of uniform tightness and caps loosened by vibration during shipment. Caps of any material and shape can be driven *tight* on a conveyor, table or in trays, at high speeds and practically no fatigue to the operator.

Three inexpensive rubber lined chucks are available as standard stock items to handle caps up to 60 mm. in diameter. Larger chucks and chucks of the knurled and broached type, as well as for special shaped caps can likewise be furnished at moderate prices. Such machines are easy to install and can be made portable. Due to the polished aluminum and brown crystal finish, the equipment will add to the appearance of any shop.

Wire Stitching for Pastry Packages

Pies and other baked goods are now being merchandised in a new type of package that is sealed by wire stitching. Pies are usually sold on molded paper-pulp plates, and an improvement by George S. Frost consists

Special type wire stitcher for pastry packages

of extending the rim of the plate, laying a disc of transparent cellulose over the plate (including the rim extension), placing an additional paper rim over the edge, and then stitching the plate, wrapping and ring together.

Advantages claimed for this type of package are: consumer acceptance increased because of improved appearance, sanitary condition and convenience; greater protection in handling and transportation; pies may be packed while hot; wrapping can be printed to carry name or trade mark; economy in production cost; package easily displayed.

The H. R. Bliss Company participated in this development by designing a special type of wire stitcher equipped with a turn-table (or movable plate) on which the pie could be placed and rotated while being stitched. The results of the development of the Frost package, and the machine for assembling the same, have been outstanding, one bakery reporting as turning out pies packed in this manner at a rate of around 50,000 per day. Not only can the machine be used for pies, but also for doughnuts, coffee rings, crumb-cakes, turn-overs, pretzels and a wide variety of other baked goods. It may be used for the merchandising of fruits and many other foodstuffs.

The heavy duty type of stitcher, now used by the New York Pie Baking Company, for assembling Frost packages, is shown in the accompanying illustration. It

Bates Deep Throated Stapler—reach of throat 15". Ideal for putting bags on cards, etc.

Bates Stapler

makes its own staples — 5,000 from one loading

Foot Power Attachment for Bates Stapler. Can be supplied for use with any Bates Stapler. Can easily insert 10,000 staples a day.

Here is a radically different stapler that cuts the cost and time of stapling. Hundreds of installations are fastening and carding bags of nuts, potato chips, candy, notions, novelties, etc. Each roll of wire makes 5,000 staples—easy to refill and easy to operate. Write for a demonstration—we will gladly send a stapler on approval.

The Bates Mfg. Co., Orange, N. J.

New York Office
20 Vesey St.

Bates Numbering Machines - Bates Indexes - Bates Staplers - Munkee Silent Stamp Pads, Etc.

UNIFORM TIGHTNESS

is assured when using Haskins' Method of driving screw-on caps

Driving screw-on caps—54 mm. size

Losses resulting from loose caps is one of the serious problems confronting all of the drug, cosmetic, chemical and food industries.

Haskins super-sensitive tension device and positive clutch permits the driving to pre-determined degrees of tightness, fragile plastic and metal caps of practically any shape without breakage or damage to the cap finish.

Write for prices and complete information.

Flexible Shaft Type BCF

R. G. HASKINS CO.

4652 W. Fulton Street Chicago, Illinois

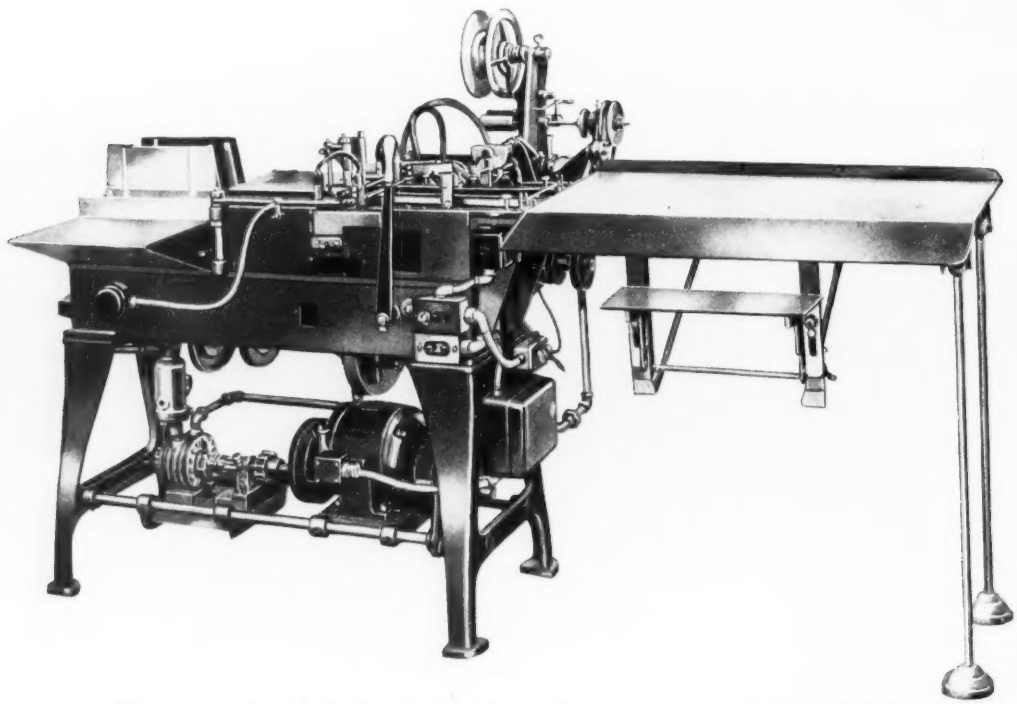
comprises a standard Bliss 15 in. box stitcher, equipped with a special attachment on the clincher arm to support the turn-table (or rotating plate). The latter is a metal plate or pan of proper shape to support the pie plate, and is mounted on a short vertical shaft that revolves in a ball bearing housing. The attachment under the clincher arm is adjustable in or out by means of a hand wheel (with locking devices to hold it in position) in order that different sizes of turn-tables may be accommodated and properly positioned with respect to the clincher. A vertical adjustment is also provided to take care of standard variations in the depth of the plate. The machine operates at a speed of 200 to 244 stitches per minute. The stitching point is 40 in. from the floor, to permit the operator to work while seated. The weight is approximately 400 lbs.

Combination Cigar Banding and Wrapping Machine

A new automatic combination machine which eliminates a separate banding unit, wraps unbanded or banded cigars in transparent cellulose from a roll or will apply the band and wrap cigars from a plain roll of transparent cellulose has been announced by the Arthur Colton Company, Detroit, Mich.

In operation, the cigars are placed in the automatic feed hopper on the left hand side. From this, they advance side by side to the wrapping station. The bands are placed in a magazine and are fed automatically to a sheet of transparent cellulose. They are pressed on the latter, where they are held by a small dot of adhesive, and the sheet of cellulose together with the band goes into the correct position to wrap the cigar. Wrapping is accomplished and the ends of the wrapper are turned over and under and heat sealed. The lengthwise seam is also heat sealed and the cigars advance to the delivery end. They maintain correct position to permit the packing operator to fill them a row at a time into the boxes. The cigars will arrive at the delivery end in rows so that each cigar in the finished box will be in the same position as it was in the work box. When plain cellulose wrapping is desired, without banding, no change is necessary except removing any bands which are in the magazine.

A new feed which eliminates any jerky motion of the transparent cellulose has been used. Straight line production is maintained and the machine is adjustable for all cigars from four to six inches in length by merely changing a pair of jaws. It is stated that the capacity of the machine is 65 cigars per minute. Floor space is 58 in. x 20 in. x 40 in. high; ¾ h.p. is required, net weight, 900 lbs., and with weight boxed for shipment, 1,425 pounds.



New automatic unit for banding and wrapping cigars at rate of 65 per minute

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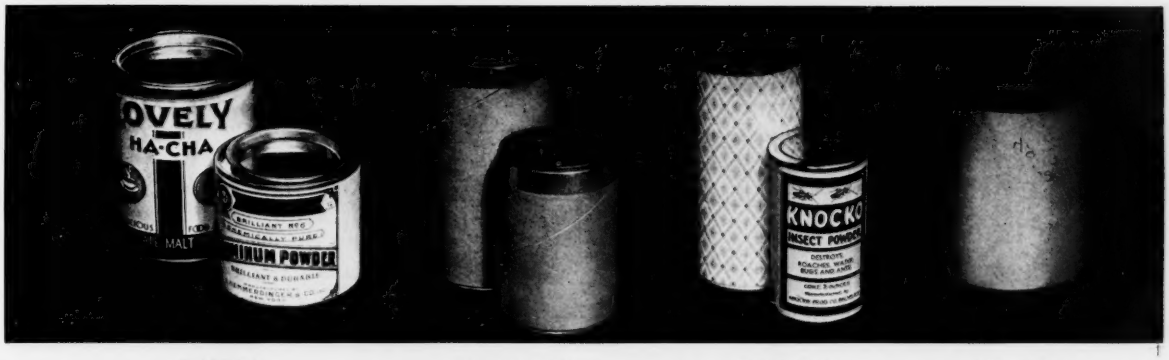
Honey producers and bottlers of extracted honey have given considerable thought to the improvement of packages as a means of stimulating sales of honey, according to William E. Braithwaite, in the May issue of *Commercial Standards Monthly*. The article summarizes a report of a national survey undertaken by the Division of Cooperative Marketing of the U. S. Department of Agriculture at Cornell University.



FRICTION PLUG TOP | TIN SLIP TOP DRY DRUG PACKERS | REVOLVING SIFTER TOP | ALUMINUM POURING SPOUT

FLUSH COVERED PAPER BOX | CROSS PILFER-PROOF MAILERS | DREDGE-WHEEL TYPE

UTILITY CONTAINERS BY CROSS

Our line covers every need for cylindrical fibre, paper and composite packages.

We shall be glad to consult with you on your packaging problems.

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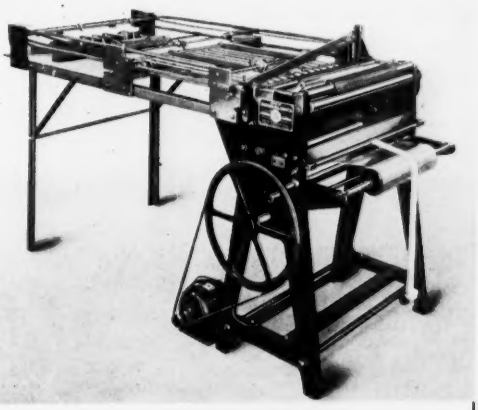
To Users of

TRANSPARENT CELLULOSE

You can now cut your transparent cellulose from ROLLS of various widths into sheet sizes as desired with the



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Quick return of your investment through large saving made possible by purchase of stock in rolls. Stock inventory kept at minimum. Efficient and simple to operate. Automatically cuts your sheets from rolls up to 24″ in width. Sheets cut in various lengths up to 24″. Running speed 2,500 to 3,000 sheets per hour. Adjustments for sheet lengths simple and positive —no guesswork; sheets cut square, clean and uniform. Sheets delivered singly to stacker after cutting, making separation easy for hand wrapping. Floor space—3x6 feet. Operates with 1/4 h.p. motor, which may be attached to light socket.

Further information gladly furnished upon request. No obligation to you.

DEXTER FOLDER COMPANY, 28 W. 23rd St., New York

Package Identification and Protection

(*Continued from page* 47) been added to the cap of the machinery industry by what has been done latterly in insert-packaging. The procession of inventions started modestly enough in this quarter with the mechanisms which "stuffed" package inserts into commodity containers. Then came the metal fingers that inserted small samples (usually in envelopes) in packages of powders, or crackers, or breakfast cereals, or what not. Now, behold the instrument of premium packaging, socalled —the machine which inserts in a unit package a gift article of some bulk, as, for example, a piece of chinaware in a carton of corn flakes.

An interesting feature of this phase of machinery development is seen in the provision of carton machines equipped with a double set of scales between which premiums are inserted into the cartons. Each set of scales consists of four units, two of each operating alternately and partially filling two packages at each operation. This species of machine—speeded up to sixty per minute—is a boon to the premium-giver who is confronted with the problem of inserting premiums which are large and irregular in size but are likewise breakable, such as chinaware, and need to be safely "nested" in the center of the package contents.

Combination Holder Doubles as Display Package

As though all the above developments were not enough to make the present the golden era of the "combination" package, there is yet another innovation which is just beginning to make packaging history. This latest addition is the new species of team package which not only serves as a vehicle of a combination but also qualifies as a full-fledged display container. The double-purpose combination is unusual in that it is an individual display container. Up to this time, the great majority of self-selling display cartons have packed six, twelve, or twenty-four unit packages. Now comes the new-fangled duplex container that, single-handed, so to speak, does duty as a counter, shelf or show-window display.

An outstanding example of this new race of package hybrids is seen in the "Household Soda Fountain Kit" which has been created by the Ace Carton Corporation of Cicero, Illinois, for E. & A. Opler, Inc., of Chicago, marketers of cocoa, chocolate etc. There is an effective manifestation of the sales-sprouting possibilities of an ingenious hook-up in the basic idea of this outfit which "Brings The Soda Fountain To Your Home" but better yet is the facility whereby the cover of the carton may be lifted and bent forward on scores in the center to afford a display-topper featuring the "Introductory Sale" at a special price.

The Opler combination is not exclusively machine-packed. It could not well be seeing as how the contents consist of a can of cocoa malted milk and a jiffy-whip mixer and measuring glass. There is, of course, no difficulty for machines in so far as the malted milk is concerned. Indeed the whole operation of packing the malted milk is performed by machinery from the placing of the can on the belt to the filling of same, capping and placing in cases. But the situation was found to involve certain problems when it came to assembling in a double "window" carton the canned milk and a glass jar carrying whipping and beating devices. So the Opler organization decided to combine the mechanical with the manual in its assembly of the "Mix Your Own" kit. The machine-packed malted milk for the combination is conveyed to tables each attended by two girls. The girl on one side of the table sets up the cartons and places behind one cut-out opening, or window, the can of malted milk, the label of which is thereby made part of the outer display. The girl on the other side of the table completes the assembly by putting in the glassmixer and closing the flap which bears a dotted diagram and printed instructions to enable the dealer to unlimber the panel which adds to the display stature and showmanship of the package while leaving the contents fully covered and protected from dust.

Package Inviolate is Machine-Made

Thus far our thoughts of combination packaging and particularly the machining of combination packages or "bundles" have centered principally upon the benefits bestowed upon the cause of selling. But there is another side to the picture. On the score of package protection, there is something vital to be said for this latter-day technique. The present wave of "counterfeiting" (forgery of labels and counterfeiting of products) is causing packers to turn with deepened dependence to packaging machinery.

In the fight of prominent packagers against the counterfeiters and bootleggers there are two major objectives toward both of which packaging machinery is helping. First, there is the need to make the familiar, original package difficult of imitation or duplication—hard to copy. Second, there is the need to make the genuine package proof against invasion by a raider who would intercept the package enroute to the ultimate consumer and dilute or substitute the contents. In this dilemma, packaging machinery is proving a boon. Resourceful engineers have devised packaging machines that seal and double-seal each delivered unit, closing the cartons and cans by inner locks as well as outer locks and thereby rendering the packages more nearly pillage-proof and tamper-proof and incidentally making the packages the more difficult of imitation.

Labelers' Part in Package Insurance

In the defensive campaign of the cosmetic, drug, and proprietary packagers against label counterfeiters and bootleggers, labeling machines are playing an important part by virtue of their demonstrated abilities to render more difficult forgeries of package "dress." The automatic and duplex labelers have, with their accuracy of

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A Whole Sheet of Cellulose Tissue *or a Tiny Seam!*

TO LAMINATE entire sheets of Cellulose Tissue to paper or cloth, without puckering or curling, requires perfect, uniform adhesion.

The ability of MIKAH Cellulose Glues to do such exacting work has opened up new packaging possibilities for alert manufacturers!

A whole sheet—or an eighth-inch seam! MIKAH Glues form the same permanent bond on either, without weakening the tissue!

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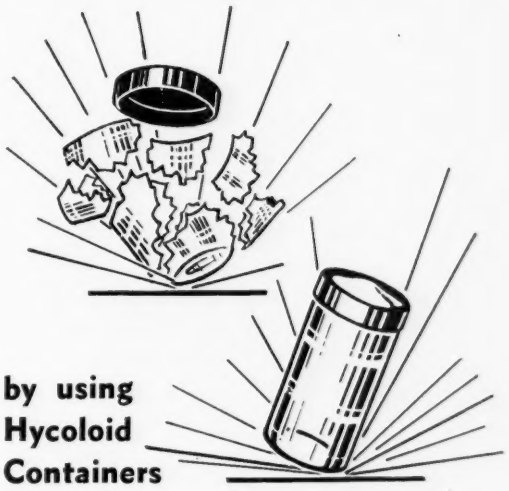
You can avoid all loss from breakage



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Hycoloid containers will not break. You can throw them on the floor. You can ship them as far as you like and with as little wrapping as you like . . . still they will not break.

You can order Hycoloid in tubes, jars or vials in any one of ten different colors, either crystal clear transparent or opaque. A permanent label with as many as four colors can be processed on Hycoloid containers. This will neither flake nor crack off.

Our Special Design Department will be glad to consult with you in regard to the most suitable Hycoloid container for your product or group of products. Just send us a sample and we'll show you what we can do.

Hygienic Tube & Container Co.

46 Avenue L, Newark, N. J.

TRANSPARENT UNBREAKABLE HYCOLOID SEAMLESS CONTAINERS

"placement," proven a boon to packers who wish to place clues and check-up inscriptions on the reverse of labels in such position that the notations may be read from the opposite side of the package.

More to the point, in defiance of package sabotage, is the aid of this class of machines in "coding," "ciphering" or keying the package—either by surcharges on the label (such as a date line) or by secret signals, likely to be overlooked by an imitator and unintelligible, in any event, to any person not in the know. The mechanism for a representative label perforator, either for plain or code dating or identification, consists of six matrix wheels, each arranged to select various letters of the alphabet in desigation, say, of the mill or plant as well as the month and year. Or, the wheels may each select any number from 1 to 0 and Blank for a secret combination indicative of a given wholesale outlet or distributive channels—a useful expedient in tracing to source original packages that have been despoiled of original contents and refilled with substitutes or dilutions. The modern mechanism permits the use of the same identification mark on different type labels. A latter-day improvement enables the earmarking to be done with comparatively few perforations and with a minimum disfigurement of labels thereby adding to the chances that the secret sign will escape the attention of package raiders, to their ultimate undoing.

Modern and yet retaining a suggestion of the old are the new labels used by the Genesee Brewing Company of Rochester, N. Y. The illustration shows the main and neckband labels and the design which is printed on the bottle cap, as produced by John P. Smith Company, Inc., of Rochester, N. Y.

Packaging California Fruits

(*Continued from page 37*) moistureproof qualities. This same process was applied to other dried fruit, with consequent drastic changes in factory operations, every step being closely checked to insure uniformity. Consumer response to the new pack has been tremendous, making it apparent that this type of product is what was really desired.

The health qualities of dried fruits, prunes and apricots in particular, are well recognized. The consumption of them has only been retarded by the fact that they were received in various conditions by the consumer and no standardized method of preparation would apply.

In developing new channels, new types of products were placed on the market: Sunsweet Juice of the Prune, a healthful regulatory drink to serve for breakfast; Sunsweet Prune and Fig Syrup, offering in a more concentrated form the benefits of these two well-known fruits; Sunsweet Juice of the Apricot, capitalizing on the recently established findings of this particular fruit, standing high in its ability to counteract acidosis and also produce red blood; Crushed Prunes and Apricots, suitable for bakery use in the filling of cakes, making of pies, and other pastry.

About three years ago, with the introduction of transparent cellulose, attempts were made to package dried fruit. In general they were not successful, especially where packages were not sold quickly. Definite problems presenting themselves, which seemingly were impossible to overcome, in conforming to the particular type of processing to which the prunes must be subjected before being packaged. However, recognizing the particular appeal which transparent cellulose wrapping has with the public, in its desire to see what it bought, the Association continued its experiments, and finally devolved a process of packaging and preparing the fruit which would enable them to successfully put it up in this type of wrapping. It has been somewhat difficult to utilize mechanical equipment in this operation, because of the fact that the trade requires what is known as a "faced" pack, that is, the fruit must be laid in place piece by piece, in order to present a flat, orderly, appetizing appearance when the package is completed. This, of course, requires hand-labor, and has so far debarred the possibility of using any extensive mechanical aids in this type of work. Efforts are being made, however, to overcome this last obstacle and certain developments in the last few months seem to indicate that in the near future we can look forward to an automatically packaged dried fruit in a transparent cellulose wrapping.

It is recognized that we cannot please all of the people with one product. We are endeavoring to the best of our ability to so package and prepare our products that we can cover every type of usage. It is natural, of course, that these changes cannot be effected over night. The products must be thoroughly tested out before they are placed on the market, in order to find out the best type of package, and the best channels through which it can be sold. We are progressing as rapidly as possible, taking advantage of any ideas which are available in the line of new types of packaging, new packages, and packaging materials.

By These Qualities Are Folding Cartons Judged

Like a fine coated paper RIDGELO Clay Coated Folding Boxboard assures high standards in the reproduction of screens and solids, in folding strength and attractive finish . . . . in real sales value.

A Reminder

Take the cut-out from the page and form the figure as shown in this sketch. Put the calendar in position and you have a useful, pleasant reminder of RIDGELO.

Ridgelo
CLAY COATED
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This insert is printed in two colors on RIDGELO Folding Boxboard clay coated white one side, double lined —.016.

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Canadian Representative: W. P. Bennett & Son, Toronto

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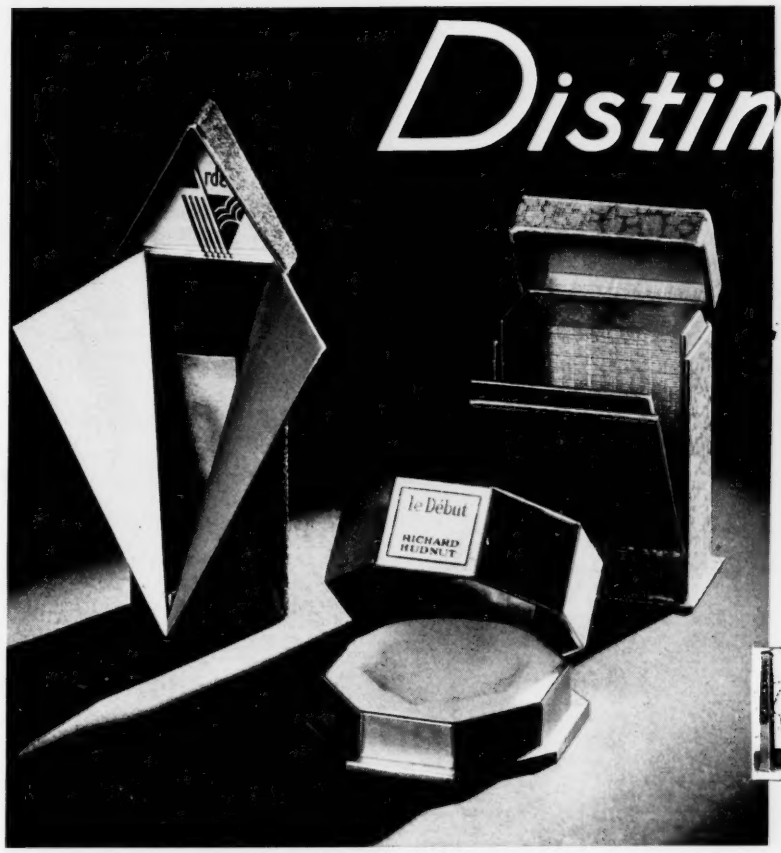

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Let us submit a striking "idea" for your product.

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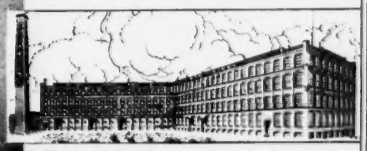

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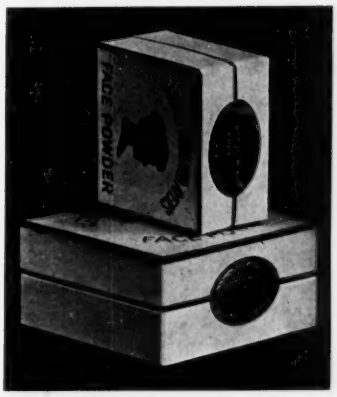

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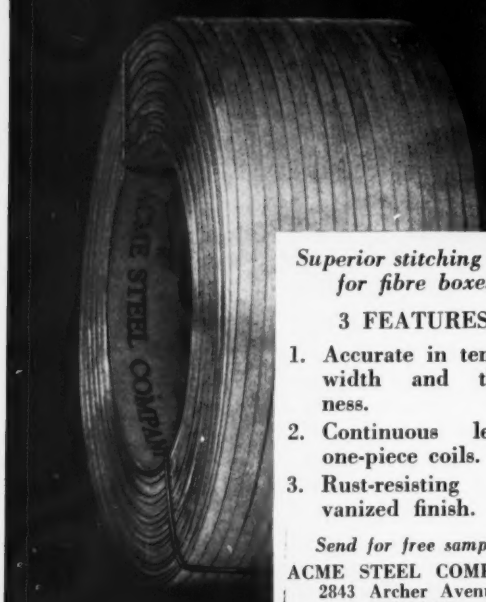

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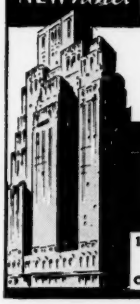

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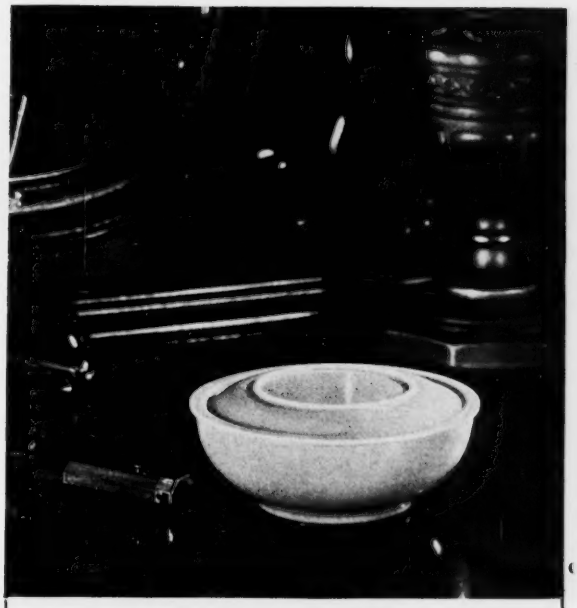

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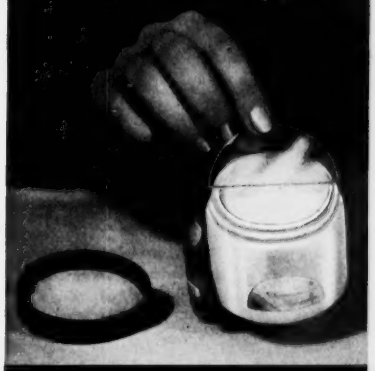
(the double seal of cap and film)



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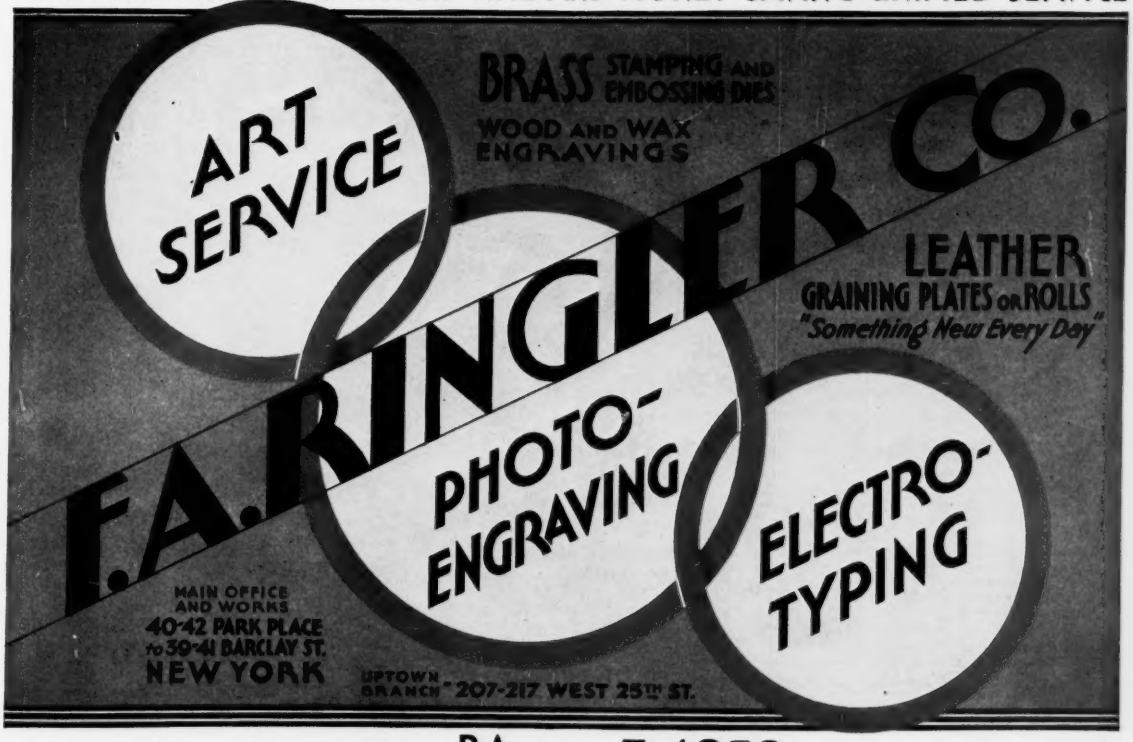

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COLORAMIC CONTAINERS, INC.
1120 Central Ave., Cleveland, O.
New York Office: Suite 668, 11 West 42nd Street
Telephone, PEnnsylvania 6-0219

KOROMEX TUBES

must be of the highest quality

to conform to the sanitary standards required of this type of product.

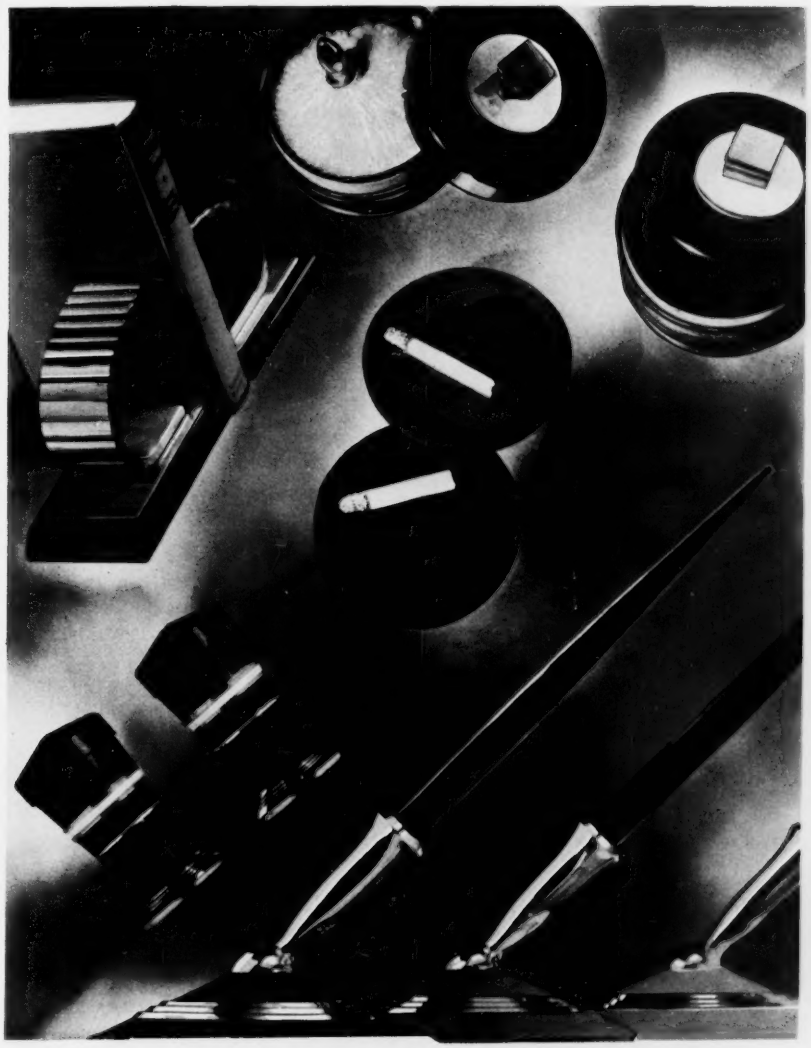
THE conspicuous success of Koromex has been marked by constant efforts to improve the entire package, and the new sanitary cover for the applicator is indicative of the care which this company uses in protecting the customer's use of a product carefully packaged in clean, sanitary Peerless tubes of pure tin. Peerless tubes are the choice of leading manufacturers of this particular type of product of exacting demands.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

PEERLESS TUBE COMPANY

70 LOCUST AVENUE BLOOMFIELD, N. J.

Cut me out!



WE ASK you to cut out and save this picture as a reminder that. even in quantities, a premium needn't be a cheap "hand-out.'

The reason more premiums do not pay their way—every dealer knows this—is that they simply aren't worth the customer's time and attention. They fail to do justice to the product.

We do not say that every Durez premium is a world-beater. We do say that Durez premiums, intelligently designed, can and have increased the sales of a given product far beyond expectation!

Nine out of every ten molded caps on perfumery and pharmaceutical bottles are made of Durez. So are countless other objects with which people are familiar —typewriter parts, instrument handles, steering wheels, electric light panels, desk stands, jars, cups, ignition parts, etc., etc. These products are hard, strong, tough. They come in a variety of handsome colors. They resist acids, alkalis. They carry the manufacturer's trade-mark, slogan, and seal clearly and distinctly molded in.

Accordingly, a premium made of Durez has, at the outset, a large audience. It has prestige. By association, it places your product in the better class of merchandise. *And it boosts sales!*

Why not get the full facts about Durez premiums? Let us show you what others have done—what you can do. Write for samples and information to General Plastics, Inc., 206 Walck Rd., N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

DUREZ the perfect molding compound

TALCUM POWDER AND SOAP
ATTRACTIVELY MERCHANDISED

BY the use of our new development, namely Intensograph — we have been able to produce in four colors what normally would take six printings. This new development comes at a time when Package Display is Paramount, and at a time when the Public must be appealed to by the

ATTRACTIVE PACKAGE.

We are designing new packages and labels daily. Our Staff of Artists are at your command. When your next packaging problem arises call on us without obligation.

MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS, MICHIGAN

COPY · PLANS · ART · DIRECT ADVERTISING · DESIGNING · LITHOGRAPHING

This entire cover produced with Intensograph by Michigan Lithographing Company